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PRINTERS' INK

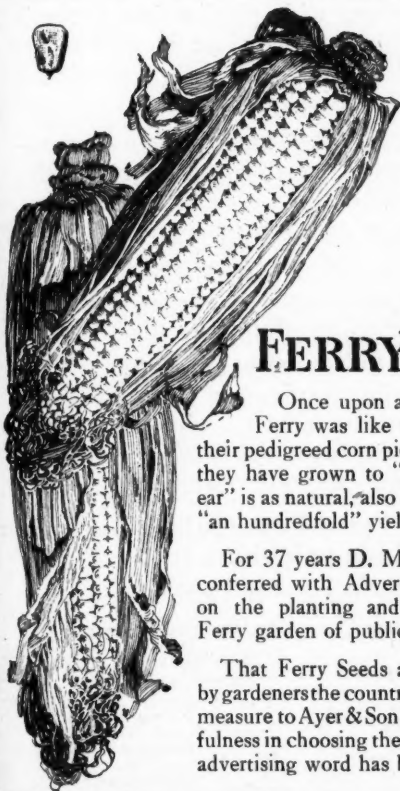
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CV, No. 5

NEW YORK, OCTOBER 31, 1918

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The Seed and the Harvest



D. M. Ferry
& Co. grow
pedigreed seed.
Tens of thou-
sands of pro-
fessional and
amateur gar-
deners date
their success
from the day of
their choosing

FERRY'S SEEDS

Once upon a time the house of
Ferry was like the single kernel of
their pedigreed corn pictured above. How
they have grown to "the full corn in the
ear" is as natural, also as marvelous, as the
"an hundredfold" yield of a single seed.

For 37 years D. M. Ferry & Co. have
conferred with Advertising Headquarters
on the planting and cultivating of the
Ferry garden of publicity.

That Ferry Seeds are so broadly sown
by gardeners the country over is due in some
measure to Ayer & Son knowledge and care-
fulness in choosing the fertile soil where the
advertising word has been planted.

N. W. AYER & SON
ADVERTISING HEADQUARTERS, PHILADELPHIA
NEW YORK BOSTON CLEVELAND CHICAGO



The Standard Farm Papers and Selling Power

The selling power of a publication depends on just one thing—how close it gets to its subscribers; the influence of each individual copy upon each individual reader.

Mere circulation—no matter how large—cannot help you in the slightest degree to determine this influence.

STANDARD FARM PAPERS do have a country-wide covering power, reaching over one million farm homes.

But that is incidental to the fact that they get close to their subscribers by virtue of the special editorial service each paper gives its particular constituency, living and farming under conditions which differ materially from conditions in other states or sections.

**Sell a Standard Farm Paper subscriber and you
sell his neighbors too.**

The Standard Farm Papers are:

The Breeder's Gazette

Established 1891

Hoard's Dairyman

Established 1870

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1880

Western Representatives

STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

Progressive Farmer

Established 1886

Birmingham, Raleigh

Memphis, Dallas

The Wisconsin Agriculturist

Established 1877

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

Wallaces' Farmer

Established 1895

Eastern Representatives

WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK 7 1918

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CV

NEW YORK, OCTOBER 31, 1918

No. 5

Demobilization—Industrial and Military

What to Do to Ease the Shock of Peace—Share of Government in Directing Events—New Wants of New Classes of Our Population

An Authorized Interview by an Editorial Representative of PRINTERS' INK with

Franklin K. Lane

Secretary of the Interior

THAT the end of the war will be the beginning of anything like a social revolution, or a serious economic upheaval, is vigorously rejected by Franklin K. Lane, Secretary of the Interior. He deprecates forecasts of this kind, as an offense against the good sense and staunch character of the American people. That people's marvelous capacity for adaptability to new conditions, for ability to handle new problems of the gravest character, was shown when it was suddenly confronted with a colossal war effort for which it was practically without preparation. It was the source of the veritable miracle which America has performed in the war. That same capacity may be counted on to work more such miracles when the after-war period comes.

Nor does Secretary Lane admit that there is any justification for the forecast that this country is drifting toward any radical form of Government paternalism. Heaven forbid that it should, he declares. The Bolsheviks, and those who have lived where life was miserable and without contentment or satisfaction, may sigh for Socialism, for a new theory of communal life. America wants none of the new theory. It has its own established mode of existence, at the root of which is

independence and individual initiative, and it is not going to barter its glorious heirloom for any new theory which would narrow and stifle individual effort. We have seen a horrid example in State paternalism in Germany, where a whole people was cast in a debased mould, fashioned by an autocratic government.

On the other hand, however, it is quite true, Secretary Lane agrees, that the war will have effected important changes in the outlook on life and in the conduct of the American people. The most notable fact in this regard, he says, is that we have been developing a broader communal sense. We are showing a diminution of extreme individualism and a striking increase of co-operation with one another. Keeping this fact in mind, we can feel reassured with regard to our ability to solve the problems with which the end of the war will bring us face to face.

Questions touching the shift-over of our industries from a war footing to a peace footing; the control and distribution of raw materials; the fixing of commodity prices; aid for the development of new industries; protection for dyestuffs and other industries that have grown up as a result of the war; the development or restriction of combina-

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tions; the harmonizing of the interests of capital and labor—all these, and a thousand others, should cease to be a source of serious worry if we reflect that the growing spirit of co-operation has accustomed us to look to the Government for guidance and direction and for a sympathetic appreciation of our difficulties, and to confide in it to furnish such help and assistance as will be of benefit, and as can be given without derogating from the principle of the individual's own responsibility.

MEASURES FOR EMERGENCY ONLY

It is the Government's view that a due measure of the burden must rest on the individual and that all his faculties must be challenged to carry it. But we have seen that, in the emergency of war, emergency measures have been adopted to meet the critical needs. The special machinery created for this purpose may remain and can be employed also after the war. The Government will be no less willing to adopt emergency measures to meet the special needs of the new period. When the food question became disquieting, prompt action was taken to fix the price of wheat, to indicate the grade of bread we were to eat, to bar the use of meat and wheat on certain days, to insure a wiser policy in the more general use of more available, more perishable, and less essential foodstuffs, so that our armies and those of our associates in the war should not lack the essentials. Steel and copper and other metals were likewise rationed to the less essential industries. And so for transportation and commercial supplies and trading facilities generally.

For a certain period after the war a like policy may be necessary. It would be difficult, indeed, to say now to what extent, and for what length of time, it may be necessary. What we may rest confident of is that we shall be able and ready to cope with the emergency when it presents itself, that we shall know when to put spe-

cial measures into force and that we shall know when and how to drop them the moment the emergency passes.

Socialism grows and waxes strong where, back of the individual's efforts, there is no conscience. But where, as in the broad spirit of co-operation and of personal responsibility to the community which the war has fostered among us, when the man in business has come to feel and to act as if he were managing a public utility, and to deal with the public on that basis, he will assuredly not be an object of molestation, and the Government will not dream of setting up opposition to him or confronting him with enforced competition. The American people have a large generous standard and their whole scheme of life is free. Hereafter they will have less patience with any system or policy which tends to dwarf personal initiative. The speed we have made in the war, the impossible things which we have accomplished, have impressed on the minds of all Americans the advantages that come from freedom of enterprise.

It is because our system has educated the people to be quick in resource, adaptable in the hour of crisis, that we have done the things that many thought could not be done, the great achievements of this war in which we may take a just pride. The whole nation buckled down to the work. Men of large affairs were intrusted with the handling of the big enterprises of the war. The spirit of co-operation manifested itself. The United States worked as a unit; and so great things were done. Is it any wonder that we are well satisfied with our own scheme of national policy, in which the individual is free and his expansion and emergence is not only made possible, but receives every encouragement, while at the same time we continue well aware of the great advantages that accrue from voluntary co-operation?

When the war ends there will be no necessity for a radical departure from our normal eco-

An Appeal to the Pocketbook

To the Newspapers of the United States and Canada:

With the termination of the world war either before Christmas, 1918, or by next summer, with a glorious victory for the armed forces of the United States and Canada and our allies, there is bound to come such a complete readjustment of business conditions that it is well that we take stock, as it were, and prepare for the future.

We are in for the biggest era of advertising the world has ever seen if we only go part way to meet the advancing ocean of new business and do our bit toward stimulating it.

Thousands of concerns and many of the largest in the country have gone out of regular lines in war production and at the end of the war will find themselves with plants many times larger than demanded by pre-war traffic.

In many cases the plants have cost the concerns nothing, for they have been made out of their war profits. It is now up to them and to us to find new ways of using this vast mass of machinery at a profit.

The markets will be at home and abroad. The business will be promoted by expert men—advertising men and advertising agents.

Our newspapers provide the direct selling force linked to local dealers to create the distribution and sale of these goods, but our newspapers in many cases must arise from antique methods, make money by doing so and encourage those who help produce the additional income.

THE SAME RATE FOR LOCAL AS FOREIGN ADVERTISING

If our newspapers are to secure the full measure of the coming flood of advertising they must do away with the difference between local and foreign advertising.

The agent handling an account for a concern willing to spend money in a town or territory fifty-fifty with a local dealer is seriously handicapped under the old rule, for the advertising carrying a local address is often ruled "local" and no commission is paid on it.

By bringing our local rate on all contracts calling for, say, less than 50,000 lines in a year up to the foreign rate, most newspapers will make a slight margin of profit by the change, fully justified by present conditions, after paying an agent's commission.

The general adoption of such a practice by newspapers would do more to help produce new advertising than any device that could be created.

I will be pleased to hear from all newspaper publishers who are willing to co-operate with me in stimulating increased business for the newspapers.

Up to the present moment 62 daily newspapers have expressed themselves as interested. I will undertake to furnish agents with lists of the newspapers getting on the band wagon.

MUST PAY AGENT FOR SERVICE HE RENDERS

The newspaper men who flinch from paying agents a commission on local business are akin to the manufacturer who refuses to handle his output through wholesalers or jobbers.

Not one manufacturer in a hundred has the equipment or experience to handle distribution and retail trade, and not one newspaper in a thousand has the equipment to cultivate a prospect as any real service agent can.

I advocate an increase in agents' commissions from the old 13 and 2 to 15 per cent. and 2 per cent. cash discount.

Increased costs justify the allowance which is being conceded by most of the general mediums on January 1st.

The New York Globe inaugurated the new programme and made the increase effective on November 1, 1918.

JASON ROGERS,
Publisher New York Globe.

New York, Oct. 23, 1918.

nomic life. Among the problems then to be faced, most important, perhaps, will be that involved in demobilization. The problem of military demobilization is not radically different from that of war industries demobilization, at least as far as labor or man power is concerned. They may both, therefore, be treated as one problem. If the war lasts another year, we shall have probably some 5,000,000 soldiers to deal with. Their return to civilian life will have to be prepared for. When the war work ceases there will be another great army, that of the factory hands at home, to be re-absorbed into the vocations of civilian life. Secretary Lane has formulated plans that will insure returning soldiers being taken care of, and incidentally the men now engaged in war work having also an opportunity to escape the hazards of unemployment.

His plan is to have our soldiers notified, while they are still in France, that a welcome awaits them when they return home, as well as an assurance of profitable employment of a civilian kind. When they come back, they should be warmly and heartily greeted at their landing, and should be hailed as heroes when they reach their home town. The greater number of these men almost certainly will return to their old positions, or to new forms of employment in their old surroundings. But a great many will be eager to go out into a new and broader existence than they had formerly been accustomed to, and many munition workers also will not be content to go back to the congested sections of great cities, but will seek the opportunity for a wider life. And what is said of soldiers of course applies also to returning sailors.

The soldier, then, is to be made early aware that his country, out of a sense of gratitude and duty towards him, has prepared for his future welfare.

Returned soldiers who elect to make farms for themselves will be provided with the opportunity of going to work on the unde-

veloped land to make it over for farms. And when the farms are complete, every man who has worked to make them will have the chance to buy a farm and to move in his furniture and his sweetheart and to start raising crops which will bring him remuneration the very first season. He will have been paid good wages for all his work in the reclamation of the land, and out of the money he has saved he will be able to pay down the first installment on the cost of his house and farm, his stock and improvements, and he will have thirty or forty years in which to pay off the remainder.

If he is not already experienced in farming, the Department of Agriculture may be counted on to provide him opportunities for a thorough training in farming.

The land that may be made available for the returning soldiers includes the public domain, of which there is left unallotted some 230,000,000 acres. Less than half of this land, however, is likely to prove cultivable in any profitable way. The lands that will be chiefly desirable for the purpose in mind are the great undeveloped areas—the arid land, cut-over land, swamp land—most of which is now of private ownership. The arid land demands water, the cut-over land requires clearing, the swamp land needs draining.

The Government still owns more than 15,000,000 acres of irrigable land in the West, and this is an immediately available foundation for the reclamation work proposed.

The greatest body of land needing reclaiming is the cut-over land in the Northwest, Lake States and South. It extends, though not continuously, from Michigan to Oregon and from Georgia to Texas. The States of Washington, Oregon, Minnesota, Michigan and Wisconsin are represented in the list, as are also Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana and Texas. The acreage of the cut-over lands

(Continued on page 104)

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W. H.
30 N. I

70 Out of Every 100

of the subscribers to THE AMERICAN WOMAN live in towns of 5,000 population or less—350,000 of them.

That's real small town circulation. Nearly every magazine published has *some* small town circulation—but to reach a big responsive audience of women living in *real* small towns THE AMERICAN WOMAN fills your requirements without necessitating your buying a big bulk of circulation in large towns and cities.

Comparisons are interesting, and often instructive, and we suggest that you compare our distribution of circulation with that of other "small town" magazines.

THE AMERICAN WOMAN

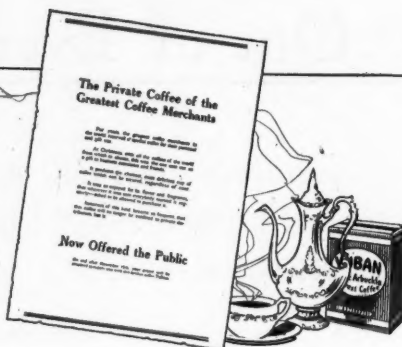
"A Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York

The first announcement offering to supply Yuban to the public, printed November 11th, 1913



It has become a part of the life of both New York and Chicago

FIVE years ago, the announcement reproduced above, appeared in the newspapers of New York.

In ninety days, more Yuban was being used in Greater New York than any other packaged coffee. In six months, it was outselling all other high grade packaged coffees combined.

Today, both in New York and Chicago, a larger number of people are drinking Yuban than ever before used any one brand of coffee. A distribu-

Every nation has its favorite food. Which is Americas?

For years America has been the world's greatest coffee drinking nation. Its people in the world are famous in their judgment of coffee, and people most appreciative of good flavor.

Now national that America's greatest coffee mandate should be ignored by the desire to find the most delicious of all the coffees of the world. For years the present, knowledge research was carried on. Coffee after coffee was tried and rejected, blind after blind, until at last there was obtained the best, the most delicious Yuban.

In appealing to women, as true in flavor is Yuban than, with the most natural people in America—the people of New York and Chicago—is today the best used in coffee.

A current Yuban announcement appearing in New York and Chicago papers

tion has been secured that heretofore was thought impossible for a high grade coffee. Go up and down the streets of either city, in even the poorest neighborhoods—it is easy to see from the dealers' windows how much a part of New York and Chicago Yuban has become.



J WALTER THOMPSON COMPANY

New York

Chicago • Boston • Detroit • Cincinnati

Metal Signs, Window Cutouts, Etc., in Eclipse Till War Is Won

Join the Ever-Growing Ranks of Products That Must Be Curtailed to
Save Material, Labor and Transportation Space

THERE is a movement afoot to curtail for the period of the war the use of all manner of self-selling devices for store and show window use.

Corset manufacturers have already agreed to discontinue the distribution to agents and retailers of the forms or figures used for the display of corsets. The near future will probably witness the conclusion of an agreement between the manufacturers of talking machines to discontinue the use of metal signs, window strips, display holders for records, etc. This conservation movement is extending, moreover, in not a few instances, deep into the domain of cut-outs and dealer-helpers of all kinds, whether for counter or show-window use.

Saving of material, of labor and of shipping space on the overtaxed railroads of the country is the main and immediate objective in the case of all the industries that have agreed to dispense for the time being with the advertising and selling aids that have been in use from time out of mind. Incidentally there appears to be a feeling that merchants should not in the present emergency have capital unnecessarily tied up in display fixtures, although there is realization that in some instances show cases are furnished free by manufacturers to the distributors.

Steel signs, whether for counter or window use or outside display on store fronts, are to be discouraged as a result of recent conferences of manufacturers at the War Industries Board because of the shortage of steel for essential war needs and the urgency of the requirement that every pound of steel possible be saved. In some instances, for example in the case of the talking-machine manufacturers, the

conclusion has been reached that all metal signs should be tabooed except those made of zinc. So far as the metal situation is concerned there is nothing to deter any manufacturer from using as many zinc signs as he may see fit, if he can satisfy his conscience on the score of the labor, fuel and transportation involved.

FIBRE CONTAINERS SHORTEN SUPPLY OF WINDOW CUT-OUTS

The attitude of self-denial with respect to cut-outs and similar dealer helps upon which various groups of manufacturers have agreed in recent conferences at Washington is the direct outgrowth of the acute paper situation and more especially of one phase of it which has perhaps escaped the attention of some advertisers. In every section of the business world producers are being urged, in the interest of the conservation of steel, to shift from tin or other metal containers to a substitute, preferably, fibre. This change has already been brought about in a great number of cases and the sequel has been immediately apparent in a heavily increased demand for the containers, the creation of which draws upon the already short supply of pulp and paper products.

It is clear that the shift from metal to fibre containers can continue and accomplish its purpose only in the event that some of the users of paper products can save or in turn go to yet other alternatives. This is being accomplished forthwith, through the co-operative spirit of manufacturers such as those in the sweater and knit goods trade, who have within the past few days agreed to wrap their goods instead of boxing them, thereby releasing an aggregate of millions



CERTAINLY have got the fellows around our town stirred up on music this fall. Talk about band music, well sir, you'll want to hear these Millbrook boys about Thanksgiving Day! Just will stir up your patriotic blood to beat anything you know.

We got going through some of the military sharps around here, then we raised our money. Well, said Joe Jones, how about the instruments? Guess that isn't so hard as you think, said Gus Glass, didn't you see that big musical ad in *The American Boy* last month? Yep, said Billy Smith, and several other issues, too.

So, as the band was meeting at our house, Dad went and got our copy of *The American Boy* and got

all worked up about picking the right place to buy and sure enough we all voted for the Wright Music Instrument Co. We got their catalog later and prices were sure O. K. and we ordered several instruments, and say, a lot of professional musicians have told us they are fine. Well, sir, it's music that counts. We all vote for Wrights instruments, for we get the music, all right.

Billy, said Dad the other night after rehearsal, did you give *The American Boy* credit for heading you straight for the band instruments? You bet, Dad, said I. Did you ever see such an all-there magazine, anyhow?

Billy Byer

To be continued in the November 14 issue of *Printers' Ink*

500,000 boys read *The American Boy*—"The Biggest, Brightest, Best Magazine for Boys in all the World." They or their parents pay \$2.00 a year for it—buying power! They average 15½ to 16 years old—buying age! They have much to say about family purchases—buying influence! *The American Boy* goes into 245,000 of the best homes in America—leadership! "Where there's a boy there's a family." Member A. B. C.

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHEY, Manager
122 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHRENS, Jr., Manager
1412 Lytton Building
CHICAGO, ILLINOIS

of cartons yearly. The same motive is moving the advertisers who have agreed to or have in contemplation the suspension for the time being of the issuance of cut-outs, window and counter cards and all dealer helps made of paper or pulp board.

Some advertisers have urged in the recent councils at Washington that display racks, show cases, etc., have a salesmanship function to perform—are indeed aids to a “serve self” policy—and consequently are needed all the more urgently now that the problem of store help of all classes is so difficult. This view has not, however, prevailed with a majority of the manufacturers in any of the lines where a policy of curtailment was decided upon after conferences with the officials at the War Industries Board. The attitude of many who would not accept this as an alibi for the show case or counter rack is one wherein there is acknowledged for the fixture a certain amount of display and even demonstrational service, but where this power of suggestion is outweighed for the time being by the resources required to produce and transport it.

Advocates of dealer helps and vehicles for store display may as well recognize also in the strategy at the War Industries Board a disposition to show scant sympathy for any utility designed to force sales. Let the case be stated by the man who brought about the agreement of the pen manufacturers to furnish no more show cases or display fixtures. Speaking to a PRINTERS' INK representative he said: “The man who goes into a store bent upon the purchase of pens will obtain what he has come for, no matter if the clerk has to fish them out from under the counter. On the other hand, we do not feel that in the present emergency in the nation's affairs we should worry if there is nothing to incite to purchase the casual passerby who is not a premeditated buyer and possibly does not really need the article.”

New York Business Publishers Elect Officers

Officers for the ensuing year were elected at the annual meeting of the New York Business Publishers' Association, held on Monday, as follows: President, Roger W. Allen, of the Allen-Nugent Company vice-president, Harry Tipper, of *Automotive Industries*; secretary, W. M. Boxman, of the *Engineering News-Record*; treasurer, R. H. McCready, of *Chemical Engineer*; other directors: Henry Lee, of the *Railway Age*; Alza Cook, of the *Electrical Review*, and Edgar J. Bittenheim, of the *American City*.

Chas. F. Dodd With “Standard Union”

On November 1 Charles F. Dodd will become general manager of the Brooklyn *Standard Union*. He has been associated with the Newark *Evening News* as business manager. Both Mr. Dodd and R. F. R. Huntsman, president of the *Standard Union*, went to the *Evening News* soon after it was started, Mr. Huntsman leaving about fourteen years ago to join the *Standard Union*.

A. E. Sproul With New York “American”

Arthur Elliot Sproul has been appointed manager of financial advertising on the New York *American*. Mr. Sproul has been identified with the advertising field for several years. He spent a year in Russia soon after the outbreak of the war and his experiences during that period were the basis of several articles in the New York *Herald* and other publications.

George L. Louis Dead

The death of George L. Louis, former advertising manager of A. Stein & Company, Chicago, manufacturers of Paris garters, occurred in that city October 24. Mr. Louis was 39 years old. He was an occasional contributor to PRINTERS' INK.

Moloney Wounded but Will Recover

Herbert W. Moloney, of Paul Block, Inc., New York, who as a member of the Seventh Regiment, New York, served in the Mexican border troubles and who went to France as a Lieutenant, has been severely wounded but is expected to recover.

“Canada Weekly” Quits

Canada Weekly, published by Vanderhoof, Scott & Co., Toronto, has suspended publication. This was formerly *Canada Monthly*, being published under that name for eleven years and for the past year has appeared as *Canada Weekly*.

650 MILLIONS TO SPEND

A conservative estimate of the value of orchard grown fruit crops is \$650,000,000 annually. You have not made the broadest appeal to this market unless you are using the advertising pages of the *American Fruit Grower*. There is no other publication devoted exclusively to the interests of the fruit grower.

The New Rate of \$1.25 per agate line flat goes into effect January 1, 1919, but contracts for specified space received prior to that date may hold the old rate of \$1.00 per agate line up to August, 1919, inclusive.

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation. 175,000 monthly

SAMUEL ADAMS, Publisher

Advertising Representative
JOHN M. BRANHAM COMPANY

Chicago
Mallers Bldg.

Detroit
Kresge Bldg.

New York
Brunswick Bldg.

Atlanta
Candler Bldg.

St. Louis
Chemical Bldg.

The other day a man wrote us and said :

"Collier's, as it is edited, appeals to thinking people—men of action and achievement. It is only natural to believe that such people are successful. Collier's is not a weekly exposition of blood and thunder, nor a collection of clippings, but a vital American weekly with a character exclusively its own and totally unlike any other publication."

Possibly Collier's does not quite measure up to the full meed of this praise; but at least the writer states succinctly the ideal toward which Collier's strives.

Its purpose is to give the American nation the facts about national matters—the authoritative facts.

For instance, it was Mr. Schwab who wrote our article about ships; it was Dr. Garfield who wrote about coal; it was Benjamin Strong who wrote about the Liberty Loan.

Collier's is much more a journal of information and opinion than one of entertainment. Even our fiction, although its primary mission is entertainment, has its purpose. The fiction which we consider most suitable for Collier's reflects and interprets American life in one form or another.

In the pages of Collier's you will find such fiction writers as Booth Tarkington and Edna Ferber, H. C. Witwer and Samuel Hopkins Adams, writers who interpret most accurately some phase of American life.

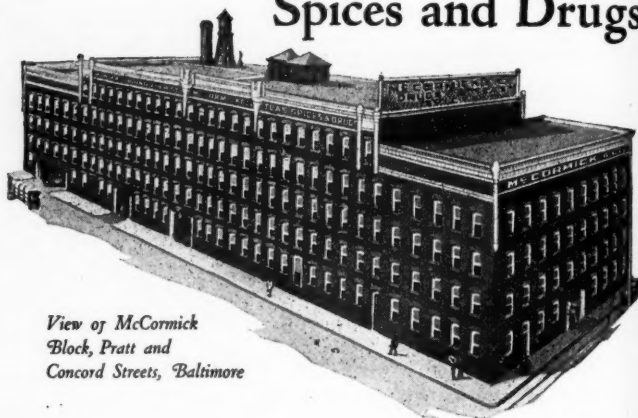
We like to think that the man who was good enough to write us that letter did not exceed the truth when he said: "Collier's is a vital American weekly with a character exclusively its own and totally unlike any other publication."

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Baltimore a Center for Teas, Spices and Drugs



View of McCormick
Block, Pratt and
Concord Streets, Baltimore

AS importers, exporters and grinders of spices, teas, etc., McCormick & Company, Inc., of Baltimore, rank among the largest concerns of their kind in the world. They are the largest manufacturers of household drugs. The fact that you've heard of, and more than likely used, "Bee" brand and "Banquet" brand extracts, spices, teas,—no matter where you live—answers the question, "Do they advertise?", except to say that daily newspapers are their first choice as a medium.

Baltimore has five daily papers. Some national campaigns include all five. Others narrow down to two or three, and many concentrate, to their advantage, in one paper only. It is worthy of consideration, if you must make a choice, that there are practically as many copies of The Baltimore NEWS sold, daily and Sunday, as there are homes in Baltimore.

Add to this LOWEST RATE PER THOUSAND of net paid circulation, with almost NO DUPLICATION, and The NEWS distinctive position in the local field must become at once apparent. Sworn Government circulation figures for the last five six-months' periods are given below.

For More Maryland Business CONCENTRATE in

The Baltimore News

The Fastest Growing Baltimore Paper

Sworn Government Circulation Figures:

	Daily	Sunday		Daily	Sunday
Oct. 1, 1916	73,817	67,313	Oct. 1, 1917	90,656	75,590
Apr. 1, 1917	84,012	70,877	Apr. 1, 1918	98,176	99,870
Oct. 1, 1918	115,812	113,114			

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Manufacturer Has Opportunity in Retailer's Tribulations

How War-Time Difficulties Can Be Met So as to Drive out Long-standing Evils, Bettering Business for All

By G. A. Nichols

WHAT are some of the ways in which the manufacturer can help and is helping the retailer in his present time of need?

One way is by keeping on with his advertising so that the retailer's stock may be kept clean and alive.

During all this weary war-time one of the chief worries of the retailer has been along the line of buying goods. With costs continually advancing, his best interests in one respect would seem to call for buying in much larger quantities than usual. If he would buy six months' supply he would stand to make the additional profit that would come through the natural increase in the value of the goods. On the other hand, he is faced with the necessity of keeping his buying within the limits of his investment and to do the buying with proper regard for the principles of turnover.

Profit is not made on the buying of merchandise. It is made on the selling. No matter how much increase there is a month from now in the value of goods a merchant purchases to-day, he does not get that increase until the goods are sold. An investment of \$5,000 turned four times brings more profit than an investment of \$10,000 turned twice. This is a principle that the wise merchant has not been able to persuade himself to overlook, even in the face of the opportunity to gain a profit through largely increased purchases.

Another thing that has held him back, is the fear that the end of the war with its re-arrangement of costs will catch him with a lot of goods on his shelves that cost him more than he can get for them.

The country's merchandising ex-

perts pretty generally agree that there is not going to be an overnight slump in prices with the end of the war. Prices go down much slower than they go up. It is going to be a long time, according to the view of leading authorities, before prices get back to their former level. But as a matter of course there will be reductions in values and the bill will have to be paid by the man who has the goods in stock at the time the drop comes.

The manufacturer, as was pointed out two or three months ago in a PRINTERS' INK editorial, stands to lose in either case. If he is caught with a lot of goods that he has produced under the high war-time costs, he is going to lose directly. If the retailer has to undergo a similar loss, the manufacturer loses indirectly. Unless the retailer prospers neither can the manufacturer.

TO PRESERVE BUSINESS EQUILIBRIUM

Manufacturers are looking this thing right in the face and many regard advertising as pointing the way out.

Firmly fix in people's minds certain branded lines of merchandise. Advertise these lines so that people will ask for them by the brand name rather than the merchandise name. Then you will create a condition where the question of after-the-war price slumps will take care of itself pretty largely.

If the retailer's stock can be kept clean to the extent of being made up as far as possible of advertised branded lines, he has much less to fear than the man whose selling efforts are not backed up by national advertising. Price reductions on these advertised branded lines will not be so

marked as in the case of the unadvertised articles for the very sufficient reason that the advertised articles will be most in demand. If a thing is in demand, if people call for it by name, it stands to reason that the price asked for it is going to drop more slowly than on the other kind of goods.

By advertising now, therefore, the manufacturer can help the merchant organize a strong defense against the price drops that the end of the war is likely to bring. He can remove uncertainty from the merchant's buying. He can add force to the merchant's selling. He can stabilize conditions now and provide dependable insurance against much of the loss that might otherwise come after the war. The best part about it is that in doing this for the retailer he is helping himself both now and after the war.

The manufacturer can aid also in encouraging and helping the retailer to apply to his business the principles of control that it so much needs. He can help the retailer systematize himself so that he has fewer credit losses, so he can collect more readily what his customers owe him and pay his bills more promptly.

This subject is receiving much attention among manufacturers. It has been taken up by the National Association of Credit Men. This association is trying to induce the retailer to get his affairs into as liquid a condition as possible—to get his money off the books and into the bank.

SHOWING THE BENEFITS OF A CASH BUSINESS

There seems to be a widespread desire to substitute a cash for a credit basis. This idea, however, is being approached with fear and trembling. Many retailers think the adoption of the cash basis would lose much trade for them. And even if they do have the courage of their convictions they have no well-defined idea about putting the thing over. Here manufacturers can be of real assistance.

It is impossible to lay down a

general rule to the effect that all retail stores should be on a cash basis. This could not be. A good part of the country's business is done on credit. People work on credit, getting their pay after they have worked a week, two weeks or a month. Consequently, many of them want to buy on credit. The question of whether a store is to sell for cash or credit is one to be decided by conditions. The manufacturer can make a big hit with the perplexed retailer by offering him counsel in this problem.

A general merchant out in Iowa is a strong supporter of the credit idea. He contends that a family with a charge account not only buys more goods than would be the case if it paid cash, but centralizes its purchases where it has the charge account.

These principles are sound—if the money can be collected. This man collects the money. He operates his credit system much as does a wholesale house or manufacturer. He proceeds on the basis that the time to prevent loss is when the account is opened. If a man wants to start an account with this merchant he has to submit to some questioning about his financial affairs just as the retailer was questioned when he opened his accounts with various manufacturers. The customer is obliged to tell his income, indicate what property he owns and the amount for which he desires credit. Then he is assigned a "limit." If his purchases during the month reach this limit he must in most cases make further arrangements before the limit will be extended. The whole thing is reduced to a proposition of common sense business. This retailer's losses in a credit way are almost too small to be considered. He would not have any other system.

Many retailers complain about being unable to collect for the goods they sell. This is because they do not apply ordinary principles of good business. If they keep letting people buy and buy without a limit they are bound to lose. They lack courage to shut

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off people's credit for fear people will stop buying.

"The way I look at it," said the Iowa merchant above referred to, "if the ordinary man can't pay now he never can. Suppose he owes me \$50 this month. He pays \$30 and keeps right on buying goods. Next month his total bill may be \$70. He pays me \$40. The thing keeps on until perhaps his back bill may amount to \$100. He is working for a stated salary with no expectation of anybody dying and leaving him money. How is he going to pay this hundred dollars? The chances are he cannot and never will. And if I let him keep on this way I deserve to lose. My plan in cases of this kind is to shut down right at the beginning, making due allowances for unusual circumstances. This is the way to avoid credit losses."

An unusually successful general store in Kansas adopted a cash basis after many years trying the other system.

The question came up one day while the heads of the business were in conference. Why were they selling their goods for credit? It was concluded that the system was being carried on merely as a part of the store's service. It was a matter of convenience to the customer.

The foundation of this store's credit system was laid in the old days when the farmer had little ready money and had to ask the merchant to "carry" him until his crops were sold. But now conditions there are changed. The farmers are getting rich, and have for some time been loaning out their money at 6 per cent. Then they turned right around and bought goods from this store on six, eight or twelve months' time. The retailer had to pay for the goods and sometimes had to borrow money to do so. This in effect amounted to the retailer paying interest on the farmer's money or borrowing money from the farmer to buy goods to sell to the farmer on time without interest. Whenever the store offered goods for sale at reduced prices for cash the farmer had no difficulty in pro-

ducing the cash. It was not a matter of the store's customers lacking the money. They merely took advantage of the easy credit and used their money to make more money, obliging the retailer to wait for his share.

These facts were forced home so strongly that it was decided then and there to place the store on absolutely a water-tight cash basis. The head of the firm announced with great earnestness that not even his wife or his daughter could get five cents' worth of goods at that store thereafter without putting down the real money first.

The system started with a general sale. Prices in every department were reduced and everything was sold for cash.

To-day that store is selling more goods than ever before, discounting all its bills and selling at lower prices than its competitors. The selling prices were reduced an average of 8 per cent and even at that the store is making more net profit now than at any time for the thirty years it has been in business.

TO INSTALL THE CASH SYSTEM

The thing that deters the average retailer from starting on a cash basis is the fear that he cannot sell his customers on the idea. Scores of instances can be pointed to where the exact opposite has been the case. The retailer must not make as the basis of his announcement the tearful plea that he needs the money to pay his bills. This is poor business and poor advertising.

All he need do is send out a dignified announcement in the form of a letter apprising his customers of his decision to change to a cash basis on a certain date. Thereafter he can promise a reduction, of say, 5 per cent in the selling price of all the goods. All customers who pay their back bills promptly on that date will get a discount of 5 per cent. After that date they will be expected to give notes bearing interest. The announcement can emphasize the fact that the change

actually is going to save the people money. This is all that is necessary.

The cash basis in stores, or the right kind of a credit system, is of interest to the manufacturer because under these circumstances the retailer can discount his bills. And he actually buys more goods because of the more rapid turnover than his better, cleaner system makes possible.

Then there is the matter of encouraging the retailer to get a sufficient profit on the goods he sells. In his struggle to keep right with his customers he is likely to fall short of realizing the much-to-be-desired profit on his additional costs.

The war has done much for retailers in this respect by absolutely forcing them to revise their selling prices on the penalty of going broke if they didn't. But a surprisingly large number of them have not yet become acquainted even in a passing way with the scientific principle of marking up goods. The manufacturer can put them right.

The cost of doing business is another unprecedentedly heavy burden for the retailer these days. The manager of a well-conducted department store declares his selling cost to-day, figured on the most conservative basis possible, is at least 29 per cent on sales—not much left for net.

This gives a fairly accurate view of the conditions prevailing in stores in general.

GETTING DOWN TO REAL BUSINESS IN RETAILING

Too many frills. This is the cause of much of the high cost. The frills were there before the war. They are not so numerous now, thanks to the regulations of the War Industries Board. But they can be cut down further. They ought never to come back.

The average store gives too much service. It is too much at the mercy of its customers' whims and demands. Retailing ought to be reduced more to a basis of giving value for fair prices. The store

should sell merchandise rather than service.

Manufacturers can do a wonderful service for retailers if right now they will strike hard on this subject of cutting out the frills. The service some stores give—such as numerous deliveries and more than liberal return privileges—costs money. The burden is great whether the store be large or small.

The big point to consider is the fact that a large part of this can be cut out with the approval of the store's customers. The same argument can be brought in as when selling the cash basis to customers. They can be told that the cutting down of this service will allow the store to operate for less money and therefore cause lower prices, which it will.

When the "carry your own parcels" movement started in the larger cities a few months ago, some of the women objected to it on the basis that by carrying their parcels from the store they performed a service for the retailer and thus were entitled to a price concession. They were willing enough to help in the movement to conserve man power to help win the war, but they wanted the merchant to pay them for it.

"You can't exactly blame the women for this petty attitude," said a Chicago retailer. "They do not realize what a heavy burden of expense we are under in the operation of this store as a result of war-time conditions. It will not do us any good to whine around and say they are unjust. It is up to us to meet the situation, and this is just what our store did.

"We put into effect a rule that five cents should be charged for each delivery, large or small. We explained in the advertisement announcing this that the war had cut down our force and had imposed such burdens and made help so scarce that the nominal charge was an absolute necessity. We emphasized our continued efforts to keep our prices down to the lowest possible limit, although we made no specific promises along

(Continued on page 25)

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Paper Bullets

If anything has been clearly demonstrated in this Great Struggle of the Nations, it is the far-reaching power of the printed word.

Long before America entered the war, propaganda, cleverly planned and carried on, had made this country pliable to the reception of the German philosophy.

Germany came perilously close to putting her whole selling campaign across **by advertising alone!**

How deeply has this almost tragic lesson sunk into the minds of American business men? How fully are they now aware that the swaying of the public mind is the result of carefully planned, thoroughly maintained education?

McGraw-Hill Publications

Members of Audit Bureau of Circulations

Serve a Buying Power Aggregating		
Billions of Dollars		
Annually		
Power	Electrical World	
Coal Age	Electrical Merchandising	
American Machinist	Engineering News-Record	
Electric Railway Journal	Chemical & Metallurgical Engineering	
Engineering & Mining Journal		

THE BIG FACT!

THE NEW YORK
EVENING JOURNAL
has the Largest Circula-
tion of Any Daily News-
paper in the United
States and more than
Double the Circulation
of Any Other New York
Evening Newspaper.

657,912

Average Daily Net Paid 6 Months
Ending Sept. 30, 1918

The New York Evening Journal is a Mem-
ber of the Audit Bureau of Circulations

THE NEXT BIG FACT!

(After the fact that the New York Evening Journal has MORE THAN DOUBLE the Circulation of any other New York Evening Newspaper)

For the nine months ending Sept. 30, 1918, the NEW YORK EVENING JOURNAL published

4,908,297 lines
of Display Advertising

which was 1,277,112 lines MORE than were published by ANY other New York Evening Newspaper—

35% More
than the nearest competitor!

It was also 1,591,373 lines MORE than were published in the newspaper of the next largest circulation

574,232

Net Paid Circulation of the Sunday edition of The New York Times

	1918	1917 <i>Corresponding Sundays</i>
Sunday, August 18	*502,265	417,337
Sunday, September 22	521,177	419,489
Sunday, September 29	525,259	422,407
Sunday, October 6	531,903	423,102
Sunday, October 13	544,922	423,441
Sunday, October 20	562,935	425,596
Sunday, October 27	574,232	426,301

The circulation of The New York Times represents the largest and most widely distributed group of intelligent and discriminating readers ever assembled by a newspaper.

***No Artificial Stimulation—
A Legitimate Growth.***

*XXII Anniversary of present Times management.

that line. The thing worked. There were complications for a few days but now our delivery has been cut down nearly half. Our sales have not decreased either."

The smaller retailer is timid about tackling propositions of this kind. It is up to the man who sells him goods to feed him a little ginger and to show him how the frills can be cut out to the benefit of all concerned.

There is a bright side to all these war-time difficulties. The retailer is going to learn lessons that will make him more prosperous in the good day coming. The manufacturer also is going to be the winner directly as well as indirectly.

The manufacturer himself has his troubles. He, too, is imposed upon in the matter of returned goods and in other ways. The war is giving him the opportunity of a lifetime to eradicate some of these things.

The stern hand of the Government applied in behalf of man power conservation has strengthened the manufacturer's hold upon the problem to the extent that he never again will let go.

The returned goods evil—and by this is meant transactions between the retailer, the jobber and the manufacturer—had grown in this country to appalling proportions. It is being cut down now and will never get so bad again. The manufacturer and the jobber were timid just as the retailer is timid in dealing with his customers. The war forced them to make restrictions. The restrictions will stay.

The manufacturer or jobber who is thoroughly alive to advertising possibilities sees in the present an opportunity to sell the retailer on the subject of making heavier individual shipments. This does not mean buying more goods in the aggregate, but buying more each time. Heavier shipments mean less expense in the packing room and a lighter strain on the operating end. Appealing to the merchant now on the basis that heavier individual shipments decrease freight congestion and thus simplify the Government's prob-

lem is correct. Such shipping does help the Government. It also helps the manufacturer and the jobber. Get the retailer started that way now and you have done something that is going to have a strong effect in keeping him that way for a long time to come.

Anybody in the merchandising business—manufacturer, jobber or retailer—is likely to do a great deal of complaining about his war-time burdens. There is much ground for what he says. But these very burdens can be utilized to bring about merchandising reforms that have been needed for years and to remove evils of long standing.

More Industries Must, Curtail

The War Industries Board has added sixteen industries to the list of those which must curtail to release material, labor, capital and transportation facilities to expedite war work. These include the following:

Electric fans, lawn-mowers, pottery, padlocks, builders' hardware, step-ladders, scales and balances, sporting arms and ammunition, rat and animal traps, talking-machine needles, ice-cream freezers, electric vacuum-cleaners, silk fabric, glass bottles and jars, spring and medicinal waters, perfumes, hair tonics and toilet waters, and cash registers.

The production of the National Cash Register Company is not curtailed so greatly as other cash register concerns because of the large amount of Government work upon which it is engaged. The curtailment varies in the other industries. Lawn-mowers, for instance, are limited for the last three months of 1918 to 40 per cent of three months' production in 1917 and the makers are notified to get on war work by January 1, 1919. Beer bottles will be entirely cut off beginning November 1.

Harry W. Ford a Motor Transport Captain

Harry W. Ford, at one time sales manager for the Chalmers Motor Co. and more recently head of the Saxon Motor Co., has been commissioned a captain in the motor transport corps and is stationed for duty at Camp Joseph E. Johnston, Fla.

Jewell Goes to "Woman's Weekly"

Woman's Weekly, Chicago, has appointed William Clark Jewell advertising director, effective November 1. Mr. Jewell has been for some time with Robert E. Ward, publishers' representative of Chicago.

Business Papers Not to Make Own Circulation Audits

Agree with L. B. Jones that Advertisers Should Be Furnished Accurate Information—Other Topics Discussed at Annual Meeting

A PLAN for a standard circulation form and audit, submitted at the Convention of the Associated Business Papers, Inc., held in New York last week, stirred up considerable discussion, but was finally referred back to the executive committee.

Previous to this action the convention passed a resolution expressing its approval of the suggestion made by President L. B. Jones, of the Association of National Advertisers, in an address at the joint banquet of the A. N. A. and the A. B. C. in Chicago last June, that every advertiser should insist upon being furnished a circulation statement by the publisher before placing his name on the dotted line of an advertising contract.

When a printed form for an auditor's circulation report, which had been prepared under the direction of the executive committee, was submitted to the convention some of the members present had the impression that the Association was about to establish an auditing department. **Mason Britton, of the American Machinist**, who was one of them, entered a vigorous protest against such a course. He said it was not feasible and if attempted would result in failure. He cited the experience of the Association of National Advertisers, which, after an experience of several years in making its own audits, had given it up. Mr. Britton said that the most satisfactory circulation audits available to publishers were those now furnished by the A. B. C., and that as that organization was held in high esteem by advertisers as well as publishers, there was no need of establishing a bureau of audit in connection with Associated Business Papers.

President Baldwin stated that such a step was not contemplated

by the executive committee. The circulation statement form that had been submitted was for the use of members who do not belong to the A. B. C., of whom there are quite a number. Every member of the A. B. P., on joining the Association, subscribed to the standards of practice which, among other things, pledged him "To supply advertisers with full information regarding the character and extent of circulation, including detailed circulation statements, subject to proper authentic verification." The publisher and the advertiser could agree between them as to the character and form of the circulation statement.

EXCESSIVE POSTAL COSTS

"The Problem of Rising Expense" was the subject of an interesting paper by Edward Caldwell, treasurer of the McGraw-Hill Company, Inc., of New York. He enumerated the various items entering into the cost of production. The shortage of labor had forced wages upward to a high level. Because many of the skilled employees had been drafted for Government service there was a dearth of efficient help. Those who had taken their places were lacking in experience and therefore cost more than their wages. Mr. Gregory submitted a table showing the effect the postal zone law had upon subscription costs. From this it appeared that in the case of a publication whose single issues for a year weigh a total of 40 pounds the average cost of postage per subscriber the first year will be 73 cents; the second year \$1.06, and the third year \$1.39. If eight-cent paper is used the expense for that item is \$3.20. If the periodical sells for \$2.50 a year there is a loss of \$2.09 the third year on postage and paper

alone, to which must be added the proportionate part of the expense of manufacturing, editing, etc.

How can this loss be made up? Aside from the adoption of economies in all the stages of production there are only two ways open to the publisher—either raise the subscription or the advertising rate. It seemed more likely to Mr. Gregory that the most practical course to pursue was to increase the advertising rate. There was a question as to whether the Post Office Department might not regard a subscription rate that is only one-half the cost of production as "nominal."

Mr. Baldwin, who took part in the discussion of the paper, was of the opinion that such a rate would not be regarded as "nominal" because the subscriber should bear only his share of the cost of production, the advertiser paying the balance. In some publications the proportion of reading matter to advertising is from one-third to one-fifth. In the case of a \$2 magazine that cost \$5 to produce

the reader would be paying all he should when it cost him \$2.

David Beecroft, editorial director of the Class Journal Company, in discussing "Washington as the Industrial News Center," pointed out the very great importance of our foreign trade after the war. We must get rid of the idea, he said, that it is only a convenience for disposing of our surplus products. "We need foreign trade," he continued, "to provide cargoes for the great merchant marine that we are now building, and to control the supply of raw materials. Business reconstruction plans are being originated in and are coming from Washington; hence our publications must be in close contact with the big men who are responsible for them. We are the connecting link between the Government and the several industries we represent."

Jesse H. Neal, executive secretary of the Association, summarized the work that had been accomplished during the year. The

The George L. Dyer Company

**42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

record surprised the members, although they had been aware of the things that had been done through the bulletins issued from time to time from the secretary's office. Not the least important was the part the Association had in securing 300,000 volunteers for the shipbuilding plants throughout the United States and in securing the modification of certain restrictions that had been placed upon the publishing business as war measures.

THE MEASURE OF ADVERTISING'S WORTH IN BUSINESS PAPERS

James H. Stone, editor of the *Shoe Retailer*, of Boston, in his paper on "The Changing Retail Conditions," said: "The four definite objects of the Government's new industrial programme are, first, to safeguard consumers against extravagance; second, to make profiteering impossible, for manufacturers and retailers; third, to reduce retail stocks; and fourth, to save man-power and capital. In effect this policy will be very unusual with the retailer in that his volume of sales will be cut down materially, and what volume he will transact will be done in terms suggested by the war-service committees of his trade. When the objects stated are attained they are expected to create millions of dollars for war purposes, and make it possible for the retailer, jobber and manufacturer to do business more efficiently and with less men and money capital.

"The advertiser never had a more golden opportunity to reap the advantages of the greater need by business men of a modern trade journal to guide them through the perilous seas that are ahead. It would be a tremendous mistake for regular advertisers not to avail themselves of this great asset. It may be true that in some lines it will be more difficult to secure regular advertising from manufacturers or wholesalers whose business has been materially cut down by Governmental restriction, but the time is coming when conditions will

change and when the advertiser will be seeking full protection and distribution of his product.

"The enterprising and progressive business paper, with an editorial department that leads, instead of follows, will be more valued, will be more carefully read and will be a greater necessity than it ever has been because of the tremendous readjustment that will follow the new economic policy of the War Industries Board of curtailing production and distribution and because of conditions which will arise after the war. The merchant who always has been a close student of his trade journal will find it of greater value and assistance than ever before, while the merchant who, in the past, gave little or no time to reading his journal or profiting by what it put before him, will be compelled by the changing times and methods of doing business to consult and study it more carefully if he is to survive.

"The business paper will also be the logical channel through which manufacturers and wholesalers will be able to maintain connection with their distributive outlet when their traveling sales forces are depleted, as they will be by the operation of the new draft, and by the possible extension of General Crowder's 'work-or-fight' order."

Officers for the ensuing year were elected as follows: President, A. C. Pearson, *Dry Goods Economist*, New York; vice-president, Samuel O. Dunn, *Railway Age*, New York and Chicago; treasurer, F. D. Porter, *National Builder*, Chicago; executive committee, W. H. Ukers, *Tea and Coffee Trade Journal*, New York; R. Marshall, *Concrete*, Chicago; H. G. Lord, *Textile World Journal*, New York; E. E. Haight, *Motor Age*, Chicago; M. C. Robbins, *Gas Age*, New York; A. J. Baldwin, McGraw-Hill Co., Inc., New York.

J. S. Sleeper, formerly of the advertising department of the Firestone Tire & Rubber Company, Akron, O., has joined the publication division, service department, of the Bureau of Aircraft Production, Detroit.

"Concentration is the Nation's Watchword"

PHILADELPHIA

before and during war times

Philadelphia has always been a manufacturing city.

Specializing on iron, steel, chemicals and textile goods.

Its inhabitants are chiefly of that class of skilled workers who form the backbone of the nation's industry and commerce.

There has always been a substantial solidity about Philadelphia and its homes that has earned for the city complimentary sobriquets such as "The City of Homes"—"The Workshop of the World"—"The City of Brotherly Love."

Today, in war times, its reputation and fame have called to the Philadelphia territory an added population of the better type of "makers of things," artisans, and workers (with their families they number about 400,000) who are busily employed in the great mass of its factories and plants that have been put to work making supplies and equipment for the United States Army and Navy.

NOW—The Philadelphia territory is of paramount importance to every advertiser who has things to sell which the families of these thousands of highly paid people need and can buy.

"In Philadelphia Nearly Everybody Reads

The BULLETIN"

*Net paid
Average
for September*

444,836 *Copies a
Day*

(Third largest circulation in the United States)

The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day

Close Friendship

versus

Bowing Acquaintance

Magazines are somewhat like people. Most of them one never sees. Others are seen occasionally. You glance at the cover, thumb through the pages and pick up something else. That is "bowing acquaintance".

One sees other magazines often. They are read carefully, sometimes saved. You feel as though you *know* that magazine well. And you do. That is "close friendship."

Now which class of magazines would you choose in sending an advertising message to their subscribers? The answer is obvious. For actual influence and pulling power one "close friendship" magazine is worth several dozen "bowing acquaintance" magazines.

And we know that Association Men is in the former classification. We can tell from letters received from readers. It is evidenced by the renewed subscriptions every year, by the many new subscriptions every month. And there is only one reason for these people to subscribe—they *want* the magazine. There is no other inducement.

The circulation of Association Men for November will be over 295,000. In December there will be another increase. It is growing steadily—month by month. And these American homes have a "close friendship" for Association Men. The rate is \$1 a line, \$420 a page.



the class magazine of general interest

F. C. FREEMAN, Business Manager A. P. OPDYKE, Advertising Manager

347 Madison Avenue, New York

CHAS. L. EMRICH, 19 S. La Salle Street, Chicago, R. G. McHENRY

Butler Bros. Refuse Imports From Germany

FOLLOWING the announcement that a shipment of German-made toys and china had been received in New York last week, came a declaration from Butler Brothers, Chicago wholesalers, that the part of the shipment consigned to them would not be accepted.

Butler Brothers, it seems, purchased these goods in the spring of 1914 and paid for them. The war came on and it was impossible to move them from the Rotterdam warehouses because of shipping conditions. Then the United States entered the war and the German-made merchandise was charged off Butler Brothers' books. The big Chicago house states that it will abandon the consignment just received in New York and will not accept delivery of its own merchandise.

There was a chorus of protests from all parts of the country as soon as the public knew that Hun-made toys had entered the country. Many women were particularly emphatic in their denunciation of the event, likening the situation to the arrival of the famous tea ship in Boston harbor in pre-Revolutionary days.

The United States Association of Toy Manufacturers on Monday petitioned Congress to pass a law prohibiting the entry into our ports of further shipments of German merchandise until peace terms satisfactory to the Allies are agreed upon.

Thus far Butler Brothers are the only consignees of this shipment from Rotterdam who have refused to accept the toys.

Louisville Has Better Business Bureau

A Better Business Bureau has recently been formed in Louisville, Ky., along lines similar to organizations formed in other cities to improve advertising practices. Walter C. Hellmann, president of the Advertising Club of Louisville, is at the head of the Bureau.

Guaranteed Circulation on Money Back Basis

"COLLIER'S," THE NATIONAL WEEKLY
NEW YORK, Oct. 22, 1918.

Editor of PRINTERS' INK:

The following ruling of Mr. Donnelley, chairman of the Pulp and Paper Section of the War Industries Board, eliminating guarantees of circulation, is causing so much discussion in the advertising field that a word or two may be in order, throwing some light on the matter from the standpoint of a publishing house that, up to this time, has guaranteed its circulation on the "money-back" basis:

"Discontinue selling advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount."

In the first place, it should be stated that the publishers who have worked under the guarantee plan are more than willing to continue, and have not asked Mr. Donnelley's committee to release them from this responsibility.

Secondly, all publications that have dealt frankly with advertisers by giving them complete figures and facts and definitely guaranteeing circulation, will undoubtedly continue the practice of giving this information as heretofore with, of course, the exception of the "iron-clad" guarantee.

Thirdly, Mr. Donnelley's order does not rule that the publishers shall not make certain rate adjustments if the circulation of their magazines increases or decreases and that, after all, is the most important factor in the whole discussion.

Collier's has in the past, and will continue in the future to give the latest available circulation figures to advertisers and advertising agents.

Yours for unconditional surrender,
A. C. G. HAMMESFAHR,
Vice-Pres. and Gen. Man.

"Decorative Furnisher" Has No House Organ

T. A. Cawthra & Co., Inc., New York, inform PRINTERS' INK that they do not publish a house-organ called the "Decorative Furnisher," as was stated in the house-organ list that appeared in PRINTERS' INK recently. The *Decorative Furnisher*, published by Cawthra & Co., has been established seventeen years and is, of course, in no sense a house-organ.

Murray Howe & Co. Have Eveready Account

The advertising account of the American Ever Ready Works, Long Island City, N. Y., has been placed with Murray Howe & Co., New York advertising agency.

F. J. Reynolds, formerly advertising manager of the A. E. Little Company, Lynn, Mass., manufacturer of Sorosis shoes, has become associated with the Safe Pack Paper Mills, Boston.

The Use of Coated Paper Inserts

THE Pulp and Paper Section of the War Industries Board has ruled that coated paper heavier than 70-pound stock on hand prior to August 22, 1918, may be used for advertising inserts in periodicals. In the October 10th issue of *PRINTERS' INK* it was stated that such inserts in order to be allowable must have been printed prior to August 22. While this statement was true at the time, the Pulp and Paper Section has found that some printers had purchased heavy insert paper prior to August 22 sufficient to carry certain advertisers for the balance of the current year. The attitude of the Pulp and Paper Section is one of endorsement of the use of all stock on hand, regardless of its weight, size or color. It would be a poor service, of course, for the cause of conservation to compel the storage of paper already made up.

However, the officials at the Pulp and Paper Section are strongly of the opinion that every advertiser will do well to endeavor to reduce his consumption about 25 per cent under the pre-war volume, no matter how much paper he has on hand available for use.

Gasless Sundays Cut Down Sales of Automobiles

SHUTTING off Sunday automobile riding in the East is said to have had a marked effect on the volume of sales of new cars in this territory. The reason was this: Sunday is the only day in the week when thousands of automobile owners can ride about. People who had contemplated the purchase of cars in order that they might take advantage of the late summer and early autumn Sundays, have not bought them on the ground that if they couldn't use them on those days there was no sense in becoming

owners of machines and paying garage charges.

The manufacturers do not seem to be worrying much about sales, however. Eighty out of 117 companies are engaged on war work at from 25 per cent to 100 per cent of capacity. They have collectively in hand \$800,000,000 worth of Government contracts for war supplies of various kinds. Those who are in a position to manufacture cars are at present restricted to 25 per cent of their normal output, but after January 1 no more can be made until the war ends.

It is interesting to note how the necessity for paper conservation, coupled with the falling off in car production, has affected automobile advertising. Booklets, catalogues and folders are being employed only to a limited extent. The Automobile Chamber of Commerce has cut down this year's edition of the *Automobile Handbook* from 20,000 copies to 10,000 copies. Secretary Reeves states that this edition would have been omitted had it not been for the foreign export trade. Manufacturers are desirous of keeping alive the interest already developed abroad in American-made cars.

Much Space Donated to U. S. Employment Service

Some indication of the aid which publishers throughout the country have rendered to the United States Employment Service is indicated by a recent report on the amount of space donated for educational copy about the service and its work. C. E. Walberg, advertising director of the Service, reports that since August 1, when the proposed campaign (then just starting) was described in *PRINTERS' INK*, almost 11,000 clippings have been received in Washington of advertisements published in all parts of the country. Of these, 4,327 were full pages; 1,377 halves, and 5,128 were quarter pages. The advertising was paid for either by the publisher, or by local contributors. The copy, already described in our pages, told of the plans for the United States Employment Service, a branch of the Department of Labor, and asked the co-operation of employers and workmen.

Dale E. Andrews, for some time chief of the educational department of the Sharples Separator Company, West Chester, Pa., has been appointed advertising manager.



RELY ON THE LABEL



IN the eighteenth century, Bristol Board, named after the English city—or *papier de Rouen*, after the French city—was made by pasting sheets of hand-made paper together, two by two, and piling them into a hand press. The boards thus made were hung in a loft and, during this slow drying process, taken down from time to time for further pressing.

In the twentieth century, the carefully prepared pulp flows through a cylinder paper machine and comes out a beautiful sheet.

DOVE MILL BRISTOL

George W. Wheelwright Paper Co.

BOSTON, MASSACHUSETTS

65,560 Persons Who Bought the New York American Last Sunday

A PROGRESSIVE CIRCULATION
NET CIRCULATION { Sunday 6
 Sunday 13
 Sunday 20
 Sunday 27
FOR OCTOBER

Progressive men and women demand a progressive newspaper. The New York American not only meets the test of these progressive more progressive. That is the message that the remarkable circulation figures printed on the The man who advertises seeks a progressive market. Can he do better his case progressive newspaper audience in the world?

That is the clientele the New York American offers to the advertiser. Surprising that is thinking and succeeding—that is progressing mentally and making making taking special advantage of the present-day opportunities.

This alert, intelligent, prosperous element of the community, no advertiser potent factor in HIS prosperity.

The Net Circulation of the New York American on Sunday Oct. 27th 1916

831,900

Of this Circulation 666,540 was in the Metropolitan Area

This Is By Far The Largest Newspaper Circulation in the U.S.

Not Buy ema Year Ago S day.

N-BER RECORD:

day 6	-	-	-	787,667
day 13	-	-	-	809,997
day 20	-	-	-	819,723
day 27	-	-	-	831,961

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better in his case to the largest and most
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made making money, buying things and
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61

e Mean Shopping Area

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Unmistakable
Answer
of Loyal
American
Men and
Women to
the Eight
Months
Campaign
of
Calumny
and
Misrepresentation
against the
New York
American



*"The few copies you
sent us have been
stolen"*

"Customers to whom we loaned copies," writes a large bindery, "insisted upon regarding them as permanent acquisitions to their business library."

The popular little book whose friends refused to part with it is called "Getting Your Booklet Across."

Either its cloth binding or its information about cloth binding has won this book a place in thousands of filing cabinets.

We will gladly mail you a copy. You may judge by your own impression upon receiving it as to the welcome that would be extended to your own booklet if bound in INTERLAKEN Book Cloth.

INTERLAKEN MILLS, Providence, R. I.



"Getting Your Booklet Across" bound in cloth, will be mailed upon request. Address Interlaken Mills, Providence, R. I.

Interlaken
Book Cloth
The Standard since 1885

When Economizing in Paper Improves the Catalogue

Uniformity in Size of Electros Saves 200 Pages in One House's Catalogue

WE must economize in the use of paper. There are no two sides to that question. But it is possible in a great many ways to make the saving of paper much more than a mere negative proposition. Very often paper can be saved and at the same time the efficiency of the printed product actually improved.

The making of catalogues offers a particularly good field for such improvement. In many instances catalogue lay-outs have been carelessly and loosely made. The elimination of this extravagance will not only conserve paper, but if handled properly will really increase the sales value of the catalogue.

This is especially true in the case of the big, bulky catalogue, where hundreds of articles are listed. It is, of course, customary to use cuts illustrating these articles. Too often, though, the cuts vary in size to such an extent that much space is wasted and the resulting chopped-up appearance of the book interferes with its selling effectiveness.

One house that we know of, Finch, Van Slyck & McConville, of St. Paul, has been able to overcome this difficulty in a manner that should be suggestive at this time when all advertisers are struggling with this paper problem. The company has been able to condense a 516-page catalogue into one of a little over 300 pages. Not only has a great deal of paper been saved, *but a much superior book has been produced.*

In explaining how this was accomplished, C. E. Lawrence, the advertising manager, had this to say:

"In common with other wholesalers not only in the dry goods line but in hardware also, it had been our custom to use a large number of cuts furnished by the manufacturers of items listed.

These cuts were made to no plan whatever as to size. They were usually electros of cuts made by the manufacturers for other purposes. Our custom had been, and it still is the custom of most wholesalers, to use the cuts as they come, thinking it economy. As a result there was no evenness to our pages and was an unnecessary amount of white space, which proved costly.

"Furthermore, in making changes on pages the style of composition was such that to drop an item or add one would seriously disarrange the page, thus increasing composition expense.

"Finally, I took an arbitrary stand, deciding upon standard column widths for the page—in other words, two, three and four columns, the style depending upon the class of merchandise. For small notions four columns to a page are plenty and obviate the necessity of running type around the cuts. This is a good feature. With three-column pages we do more or less type setting around the cuts, but with most of the merchandise the three-column page works most effectively.

"We had reductions made of the many cuts we had which would stand reduction to conform to these new sizes and where we could not do this we had new cuts made, knowing that once the change was fully made throughout the book it would be a comparatively simple matter to keep it that way, the first cost naturally being the big one. I saw no reason for continuing a large expense simply to avoid the first cost of making the change.

"We keep our book in type because we use it for the loose leaf catalogue system for the salesmen. It became doubly important then that we follow this plan of condensing the matter because so many pages are changed for the

salesmen that any saving which can be made in pages is decidedly worth while. It is a matter not only of time but of considerable expense. We simply had the engraver co-operate with the printer, taking the cuts for reduction right out of the pages a section at a time and re-setting type for the new sizes, building the cuts right into the galley form

book from purely a practical standpoint and while he is susceptible to good printing and attractive pictures, he wants, first of all, a catalogue to show him what he is looking for readily and clearly. It should be a buyers' guide and the wholesale dry goods catalogue is usually nothing more or less than an expensive advertisement showing that the house

carries a lot of merchandise. From the utility standpoint a great many are rather impractical. They take a long time in preparation. Merchandise stocks and prices change materially during that period and their books are not complete when they go out."

A large number of catalogues produced in this country could be improved in this manner. One authority on the subject claims that many of these books could be cut down one-third in total paper bulk and their selling power largely increased by so doing. The subsequent saving that would be effected would amply justify the cost of making the change. The saving in postage alone would be considerable.

The initial expense, of course, consists mainly of the cost of whipping the cuts into a uniform size. But a large part of this expense could be avoided if those concerns that use manufacturers' electros in catalogues would state clearly just what kind and what size cuts they want. Manufacturers would be only too glad to furnish the sort required. Advertising managers are willing to co-operate with the trade in this respect, but usually they have had

Cut along dotted lines and paste this sheet in your McKINNEY Catalog No. 26 according to instructions in the margin

McKINNEY MANUFACTURING CO.
THE "PITTSBURGH" DOOR HANGER.
HOLLEY PATENT
No. 50



The storage or track of the hanger is one piece of machine iron and although protected from the weather by the external sliding track is heavily protected on an additional safeguard against weather conditions. The door stays which are of pressed steel and are equipped with steel roller bearings. These are 1 1/2 inches in diameter.

The door stays which attach to the door are made of heavy malleable steel and equipped with a track cast of ductile iron having enamel. These stays which are 6 inches and 1 inch long respectively, and 1/2 inch thick, are adjustable in three ways in thickness from 1/4 to 3/4 inch. Holes are punched for 1/4 inch hole.

The door stays are also adjustable laterally and vertically, which enables the user to position the stays between door and wall and between door and door.

The vertical adjustment which enables the user to position the stays between door and wall is made possible by means of the tapered hole which runs the length of the stay.

The hole in door with a lock washer to prevent slipping. Minimum distance from bottom of track to top of door is 1 1/2 inches maximum 2 1/2 inches.

The connecting bolt is located in the door stays as well as a way that the bottom of the door is free to swing in or out. This flexible connection allows the door to swing open without any strain on the door.

From the very nature of this door hanger and the several studies made in which it was done in an easy way to be used by the user, there are no up to date as long as the product itself.

There is no need to drill and much other by using parallel tracks sold by hardware, made especially for this purpose.

ONE SET IS A BOX

One set of "PITTSBURGH" Door Hanger consists of a pair of heavy steel bolts, a double nut and a single nut and washers with all a 1/2 inch lock washer for fastening to the building. Each set is carefully packed in a strong wooden box. A door stay is a door hanger can be had without bolts, nuts and washers when desired.

SHIPPING WEIGHTS

The Hanger sets 16 pounds
One complete set 20 bolts 10
One door stay in box 10

LIST PRICE

For door sets \$1.00
For door stays (Hanging sets) \$1.00

See Utility Track and Bolts, we have several sizes to

McKINNEY MANUFACTURING COMPANY, PITTSBURGH, PENNA.

NEW PAGE FOR CATALOGUE, DISTRIBUTED AS A TRADE-PAPER ADVERTISEMENT

and remaking the pages. It was not hard to do and it is positively surprising what we accomplished.

"There is some merchandise that needs a lot of space if it is to be shown to advantage, but the great bulk of merchandise does not require it. I believe the dealer likes to have a catalogue compact, well classified and efficiently indexed. He uses such a

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A Message to American Business

From an Address made in New York by Mr. Val Fisher, London Publisher, Member London Chamber of Commerce, Associate Member American Chamber of Commerce in London

But for you, there's no one better to rely on than the people who've been there for you since you were born. That's why we've created the **7-11** program, a new way to get the most out of your business. It's the only program that gives you the power to control your own destiny. And it's the only program that gives you the power to control your own destiny. And it's the only program that gives you the power to control your own destiny.

Small amounts of smoking have shown a small reduction in cancer risk. However, there is no safe level of smoking. The Surgeon General strongly urges people to quit now and the best time to quit is now.

Reprinted from the Retail Public Ledger

great difficulty in getting jobbers and retailers to express themselves as to the sort of electros preferred.

Another paper-saving plan that offers immense possibilities lies in the careful revision of mailing lists. As a rule manufacturers and wholesalers are not so attentive to their lists as are the big mail-order houses. The latter do not send out their catalogues except to customers or to people who specially ask for them. This caution in their distribution adds to the desirability of the book. On the other hand, manufacturers often send their catalogues to many people with whom they haven't the slightest chance of doing business. It is a common thing for an ex-retailer to be retained on the mailing list of dozens of manufacturers for years after he has gone out of business. One concern recently in revising its list found that it had been sending its literature to eleven supposed merchants in one town. Investigation disclosed that only one of these was still in business.

As has been often pointed out in **PRINTERS' INK**, business-paper advertising can be used to help out in the present catalogue emergency. It is being used by many manufacturers to get price announcements quickly to the trade, where prices are changing so rapidly or merchandise is so short that it is impossible to issue a catalogue.

A few houses also are advertising why they are not now issuing a catalogue. For instance, Albert Brothers, wholesale jewelers, of Cincinnati, came out with a full page advertisement to their dealers saying in the caption "Our Old Catalogue is as Good as a New One." Going on, the announcement read:

"Why? If we printed a new catalogue to-day, to-morrow the prices on many of the items would probably change. So you can use our old catalogue just as efficiently as if we had issued a new index of Albert Brothers' stock.

"It is impractical to put out a new book this season, so we are asking you to retain your 1918 edition as an aid in showing illustrations and approximate prices of the vast stock of merchandise we carry."

But for a real oddity in the way of a business paper advertisement to supplement a catalogue, the palm goes to the McKinney Manufacturing Co. of Pittsburgh. Instead of issuing a new book this hardware house published a catalogue page in its trade advertising so that its customers could make the change in their old book themselves. The page was marked with a dotted line so that it could be easily cut out and pasted in the catalogue. The firm abandoned the compilation of its new catalogue owing to the discontinuance of several of its numbers by reason of the regulations of the War Industries Board. It had, however, brought out certain new products, such as a door hanger, which were not to be discontinued and which the company did not like to have absent from the catalogue which the dealers had on hand. The solution of the problem was found by publishing a catalogue page for the new product in the trade advertising. While the idea was entirely experimental, J. W. Farr, the advertising manager, says he has reason to believe it worked out successfully. The advantage of the idea is that the publication of the catalogue page makes good business paper copy even though dealers do not cut it out and paste it in their catalogues.

Another plan that appears to be increasingly employed is to use business paper advertisements to get a house-organ message across to the trade. This is a comparatively new idea that is undoubtedly destined to be widely used.

Evidently there are many ways to economize in the use of paper without detracting from the effectiveness of one's printed matter. Like many other problems, when faced buoyantly and positively they turn out to be a blessing in disguise.

1918

**shows largest
number lines food
advertising in
the history of**

TODAY'S HOUSEWIFE

*Six Words that
place a Heavy
Responsibility
on your Booklet*



"Send for Booklet"

THESE six words that appear just above the firm name and address in your advertisements place a heavy responsibility upon your booklet.

The best description of your goods will never perfectly describe them. The best picture will never completely represent them.

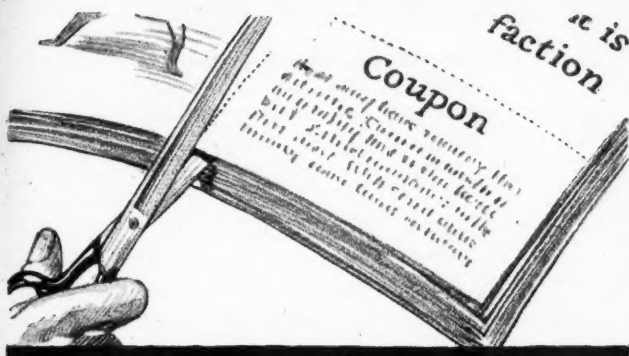
To be sure that your booklet gives the kind of a description that will increase and not discourage a prospect's interest, start with the right paper.

To help every printer and every buyer of printing toward the use of the right paper is the reason why we have standardized a grade of Warren's Standard Printing Paper to fit every established book-printing paper need. Each has a definite *use*, a definite *quality* and a definite *name*.

That you may have before you in handy form the various grades of Warren's Standard Printing Papers and see what qualities each possesses and how each



Printing Papers



describing our Goods"

performs under actual press-room conditions, we have prepared the 1918 Warren Suggestion Book. Line cuts, Bendays, halftones, color plates, and engravings of every kind and combination are beautifully reproduced on the different Warren Standards.

With this book you can plan your booklet with a better sense of security; and you can save time and trouble in its execution. It is a Treasure Book of helpful ideas and suggestions. Sent only to buyers of printing; to printers, engravers and their salesmen who write for it on their business letterhead.

1918 Suggestion Book Guides You Toward Better Printing

Warren's Cameo, Warren's Lustro, Warren's Cumberland Coated, Warren's Warrentown Coated, Warren's Silkote, Warren's Printone, Warren's Library Text, Warren's Olde Style, Warren's Cumberland Super Book, Warren's Cumberland Machine Book—these Warren Standards are shown in such a way as to guide you toward the Warren Goal of Better Printing.

S. D. WARREN COMPANY, BOSTON, MASS.

"Constant Excellence of Product"



Printing Papers

The Measure of Selling Power

We notice in looking over the advertisements of newspapers in the journals devoted to the business of publicity an infinite variety of reasons advanced as justification for the solicitation of the advertisers' patronage.

One newspaper bases its appeal for advertising on the wealth and intellectuality of its readers. Another rests its claim on the volume of its circulation. Another points to the number of lines of advertising it carries as a superlative inducement. Another pleads its popularity among farmers. Another urges the small loss in circulation it sustained when it recently advanced its price. Another boasts of the antiquity of its origin: and so on.

We do not challenge the weight of any of these appeals to the consideration of the business man who wants to so place his advertising in the newspapers that it will bring him the maximum of returns at the minimum of cost. But all of them sidestep the point of primary importance. The selling power of a newspaper is first of all measured by its influence. The prospective advertiser wants to know above all things whether or not the newspaper that bids for his patronage has influence enough to induce its readers to buy his goods.

"The Record" is satisfied to be judged by this test. Its influence is making money for seasoned and satisfied advertisers. Ask them. And then let "The Record" show you how it can put its influence to work for you.

The editorial here reproduced is one of the daily talks on advertising which appear in

The Philadelphia Record

Always Reliable

"Digging in" for Peace

Pipe Manufacturer Is Advertising Heavily Now to Hold Markets the War
Handed Over to Him Conditionally

WILLIAM DEMUTH & CO., large manufacturers of smoking pipes, have just started the largest advertising campaign in their history. It includes: Copy in a dozen or more national publications; posters in a score of cantonment cities; copy in forty-two Canadian daily newspapers; copy in a list of fifty-seven college publications; copy in all leading export papers.

The campaign for this year anticipates an appropriation of more than \$100,000—over twice that of last year. The motives and aims behind this campaign are significant in view of war conditions and future aspects of world markets.

This concern has been advertising for a number of years, centering its efforts mainly on a single number of its line, the Wellington, to carry along the name and triangular trade-mark of the firm. It has pushed the Wellington steadily, and by featuring certain styles of this brand it has been enabled to correct some abuses and loose methods hitherto obtaining in the pipe field.

One, for instance, was the matter of indiscriminate style inflation. Without any apparent reason other than trade fancies, it had been the custom in the trade from season to season to offer novelties in a given line of pipes. These styles were rarely more than slight variations on existing shapes, and were simply sops for a trade demanding "something new," despite the fact that the average pipe smoker runs to definite standard shapes. Thus it came that a certain line carried as many as ninety different numbers, although a fraction of these would contain the smoker's idea of the pipe he wants.

This sort of thing had its own come-back. Pipes are sold main-

ly through jobbers, and no jobber could afford to carry a sufficiently broad selection of all the lines. The multiplication of styles began to represent a considerable waste in manufacturing and sales effort. Things came to a pass where it became necessary to inaugurate definite reforms, and the only way suggesting itself was to try to take the pipe business out of the novelty line, and reduce it to a staple basis, under which the jobber could afford to carry and push a complete line.

SUCCESSFUL IN REDUCING SIZE OF LINE

A few years ago the company began to try to cut down the number of styles in a given line to a group of twenty-four. It featured certain of these models in the Hand Made, one by one, and mentioned the fact that the line carried twenty-four of these standard shapes in various grades and at various prices. This weeding out process was also applied to its other lines. While the looked-for reduction to the standard has not been attained in all cases, the company has succeeded, as one instance, in reducing its Brighton line from ninety styles to thirty-six.

This in the main is the advertising course the company has followed; to push the Wellington by name as a company leader, and to standardize the pipe business so far as it was able.

So far as its advertising objectives had these limits, they have been satisfactorily attained, says G. R. Wilson, general sales and advertising manager of the company. The company has some 5,000 jobber representatives, and through their salesmen and its own investigations it is confident that the Wellington is the pipe most asked for by name in the world to-day.

With the coming of the war, however, there were new problems and likewise new opportunities. It has long been a superstition among a certain class of pipe smokers that there were no such pipes as those that came out of England. This to a certain extent was true. Pipe smokers in

wanted, and they were certain to get what they wanted. That meant usually a finely hand-made English pipe that they knew and called for by the maker's name; a Barling, or a Comoy; a B. B. B, or a Loewe, or a Peterson, or a G. B. D.

For the second class, numerically much larger, a dollar and a half was an unheard-of price for a pipe. They regarded a pipe as just a pipe, and when buying one they were wont simply to demand, "Gimme a pipe." The dealer set before them a trayful of nondescripts, many of which, perhaps, had been originally intended for higher retail prices. The customer rattled them at random, blew through the bits, and finding one with a satisfactory draught, planked down a quarter or fifty cents, and went away satisfied.

Pipes carry a wide margin of profit for the dealer, but despite this fact few dealers looked upon pipes as anything more than a sideline and failed to push them with any vigor, believing apparently that their main bread and butter lay in tobacco goods of comparatively small margins—cigars, cigarettes, etc.

Here or there a dealer with vision and by special atten-

tion has been able to build up a good specialty business in pipes, with fine tobaccos taking second place. This dealer, because of niceties of service and attention to details and display that attract the pipe enthusiast, has been able to charge two or three dollars more per pipe, and get it, too,

IF you love a fine pipe, and want to pay the price for as good a pipe as can be made, get one of the higher grades of W D C Pipes. It will prove the excellence of American workmanship. You will be proud of it in any company.



The careful selection and masterly way that the briar, sterling and vulcanite are forced and joined in this W D C HAND MADE Pipe, make it one pipe in ten thousand. The briar is seasoned by our own special process. The better shops carry 25 shapes in this W D C HAND MADE quality at \$1 and more.



WM. DEMUTH & CO., New York
World's Largest Maker of Fine Pipes

PRESENT COPY PLAYS UP QUALITY GOODS AND THE
TRADE-MARK

this country could be roughly divided into two classes; those who smoked pipes, not as an economy, but because they preferred the pipe to any other form of smoking, and those who combine this reason with motives of economy.

The former class could be expected to pay well for what they

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from those who regard a pipe critically and consider the money put into a pipe as a real investment to be made with care.

Thus it has been that, despite a fifty per cent duty on imported pipes, the English manufacturer has had the upper hand in sales in this country of the better grades of pipes. Even in cheaper grades, because of expert and cheaper labor, he has been able to compete favorably in value offered with American goods. Here and there in America a pipe maker might earn a reputation for quality pipes that assured him of a profitable volume of business at prices equal to those on imported goods. A firm named Erlich & Kopf of Boston for years has been making a line of meerscham pipes that compete to good advantage with the higher priced imported products.

But the American pipe manufacturer has been generally contented to go after volume business in cheaper machine-made pipes.

The war has changed things for the pipe business, just as it has for practically every other line of business. In the first place, the British and French importations were heavily curtailed, both because of increased home demands and decreased output occasioned by a shift of labor and production facilities to war work. Some pipes are coming from abroad, but in small quantities.

NOW IS A LOGICAL TIME TO INCREASE
SALES

At the same time the habit of pipe smoking is on the increase in this country, particularly since our own entry into the war. Various reasons are given to account for this. One is that the economy wave has hit the smoker. Another is that the great amount of advertising done for pipe tobaccos, showing various types of connoisseurs relishing their pipes, has been as good a thing for the pipe business on the whole as for the particular brands being advertised. Still another is that comfort committees, wives, sisters, mothers, sweethearts, smoke

funds, etc., in making up comfort kits for the men in the service usually include pipes. Retailers say that women have been purchasing smoking tobacco, not by the few ounces, but by pounds at a time to send overseas and to cantonments.

This situation has given the American manufacturer a gilt-edged opportunity to revolutionize his business, if he would. And in the big campaign now being conducted by Wm. Demuth & Co. we have a case of a manufacturer who has seen his chance.

Up to recently, as remarked, this house had featured its Wellington pipe in particular, its trade-mark in general.

But the Wellington represents not twenty per cent of the company's pipe business. It has a long line ranging in price from as low as five cents to as high as \$6.

Recognizing that, despite its good hold, the Wellington is nevertheless limited in its appeal as measured by the whole market, Wm. Demuth & Co. are setting out to change the pipe-buying habits of the country. They are definitely seeking to get the American pipe buyer, whether he have seventy-five cents or \$5, to ask for their pipes by the company's trade name, its initials.

It is still featuring its Wellington to a large extent, but much of its copy is directed straight at the triangle and letters trade-mark, and emphasizes them as the mark of quality.

It has taken the war to show us that our manufacturers are pretty well capable of jumping into a breach made by an interrupted flow of imports, to fill the gap. It will take peace to discover how far they have gone in planning to hold the business thus handed to them on a platter.

Wm. Demuth & Co. might have been content to take the flood of demand occasioned by the curtailment of pipe imports as a matter of course, and let it go at that. They have chosen to view the situation more analytically—as an opportunity for the future as well

as an immediate but possibly temporary benefit.

It is significant that the company's previous advertising has helped it in its present situation. By definitely setting out to cut down style inflation it has tended to make things so that the jobber can carry a line of pipes more nearly complete and of much greater average value than he could think of formerly. The materials scarcity and the necessity for eliminating wasteful practices further assisted the company in cutting the range of styles closer to its looked-for standard. Wellingtons used to sell for as low as twenty-five cents. Seventy-five cents is now the lowest price named in the copy. With trade conditions on a healthier basis than ever before, its present campaign starts out under most favorable auspices.

It is aiming now to make its present prosperous market condition, based on temporary circumstances, more permanent. When the war ends the westward flow of English and French pipes will start again. By that time this company through its advertising expects to have carved out a place for its trade-mark in the quality pipe market alongside the best that the Old World can produce. Whether it will or not is for the future to decide. The point is, it is making the effort.

Truck Sales Managers Organize National Association

THE National Association of Motor Truck Sales Managers will meet at Buffalo on November 15 and 16. This association was formed as the result of a suggestion by J. E. Tracy, general sales manager of the Sterling Motor Truck Co., Milwaukee. The officers are: President, J. E. Tracy; first vice-president, H. T. Boulden, vice-president Selden Motor Sales Co., Rochester, N. Y.; second vice-president, W. D. Rightmire, secretary Winthrop Motor Truck

Co., Winthrop Harbor, Ill.; secretary, E. T. Herbig, general sales manager Service Motor Truck Co., Wabash, Ind.; treasurer, A. R. Fernald, truck sales manager Willys-Overland Co., Toledo, Ohio; executive secretary, J. M. Carney, Milwaukee.

Membership in the association will be limited to the sales managers of representative truck manufacturers. The association's object will be in a broad way to advance the interests of its members by boosting road improvement propositions, making surveys of trade conditions in certain states or communities and giving service to the truck owner. Concrete evidence of the association's activities is seen in the campaign it has been waging in Illinois in behalf of the proposed state bond issue for good roads. The Highway Industrial Association in Washington has asked the truck sales managers to co-operate in various other good roads bond issues.

The association members say they expect a big increase in their business after the war. They are proceeding on the basis that much of the country's freight will be transported on motor trucks. It would not surprise them at all to see motor truck transports given regular routes in some sections of the country and placed on schedule time. Right now the association is working on a plan to develop inter-city freight haulage on an organized basis.

A speakers' bureau also is being organized. This will supply speakers for industrial conventions and will work in behalf of the truck manufacturing business in general, not for specific trucks.

Ira Fleming Now Marketing Manager of Geo. P. Ide & Co.

Ira Fleming, who for several years has been advertising manager of George P. Ide & Co., manufacturers of shirts and collars, Troy, N. Y., has been made marketing manager of the company. He will direct selling activities both domestic and foreign, including advertising. Before going to Troy Mr. Fleming was with the American Milling Company, New York.



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The New York World

NEW YORK

TEL. 4000 BEEKMAN

SEND ALL REMITTANCES TO CASHIER OF THE WORLD

OFFICES IN GREATER NEW YORK

MAIN OFFICE, WORLD BUILDING, PARK ROW
 UPTOWN OFFICE, COR. 38TH ST. & BROADWAY.
 HARLEM OFFICE, 248 WEST 123RD STREET
 BRONX OFFICE, 408 EAST 149TH STREET
 BROOKLYN OFFICE, 282 WASHINGTON STREET
 317 FULTON STREET.

MAIN OFFICE Nov. 1, 1918.

On the UNPREPAREDNESS of Advertisers.

Dear Sales Manager:

THE HOUSE decides to advertise. You are over-joyed!

For years you have worked along without advertising, studying advertising, hoping, praying for advertising.

You are promised THE BIG HELP!

Stop! Don't cheer prematurely. Are you "in on" the plan of campaign? Have you worked the territory in which the advertising will appear, thoroughly, hit-or-miss, or not at all?

Have you been given time to secure representative dealer distribution before copy is released?

If not, hold up the appropriation--- unless the occasion demands an OPPORTUNIST CAMPAIGN now or never!

If the advertising fails, you may get no more.

If the advertising is only half successful, you will be cheated of your full sales reward.

Insist that advertising must work hand in glove with selling---that you know that advertising is selling.

Do not let your House be stampeded into print today, just because you have permission to spend some money, if by waiting thirty or sixty days you can make your first advertising a whirl-wind success.

Insist upon postponement and "get busy". Take the dealer into your confidence. If New York is your territory, ask us how. Write, wire or telephone.

Very truly yours,

THE NEW YORK WORLD'S

Bertrand L. Chapman MGR.

MERCHANDISING DEPARTMENT.

LA NACION

Buenos Aires, Argentine

New York Office: No. 1 Wall Street, corner of Broadway

U. S. A. manufacturers and advertising agencies will appreciate the fact that **La Nacion** maintains an advertising rate that is the same to all advertisers—local and foreign.

Its run-of-paper rate is \$3.00 an inch—but after January 1, 1919, it will be \$3.40 an inch—due to increased cost of production, for Argentine newspapers are undergoing the same experience that U. S. A. newspapers are. Contracts entered into now, however, and beginning service before January 1, 1919, will obtain the present rate, which is subject to the following discounts:

500 inches within one year	- - - -	5 per cent
1000 inches within one year	- - - -	10 per cent
1500 inches within one year	- - - -	15 per cent

Commission to authorized agencies 15 per cent.

The rates for special position—which **La Nacion** discourages—are more than double the run-of-paper rate and in some instances they are more than treble.

Commission to authorized agencies 15 per cent.

The rates for special position—which **La Nacion** discourages—are more than double the run-of-paper rate and in some instances they are more than treble.

The size of **La Nacion** page is 15½ inches wide and 23 inches deep; width of column, 13 ems pica; 12 lines to the inch; 7 columns to page.

Last outside page costs \$750 per insertion; any inside page costs \$600 per insertion.

A display advertisement placed top right-hand corner of page 1 (minimum space 4 inches double column) costs \$18.75 per inch, per insertion.

La Nacion's personal representatives are proud of the fact that they represent a newspaper whose advertising rates are an "open book"—also that U.S.A. advertisers and their agencies are in hearty accord with the management of a newspaper that respects itself sufficiently to charge not only a just price but one price-to-all for its advertising service.

LA NACION

Buenos Aires, Argentine

New York Office: No. 1 Wall Street, corner of Broadway

Advertising and Government Control of Industry

Reconstruction Period Should See Private Management Fight to Re-establish Itself

By Samuel O. Dunn

Editor of the *Railway Age*, New York

FOR some years before this country became involved in the great war there was a strong tendency for the Government to assert more and more control over industry. This tendency was most marked in the field of railroads and public utilities, but was beginning to be felt in many other fields.

Since the United States entered the war we have witnessed an increase of Government control, and even Government operation, of industries, which is wholly unprecedented in our history. The Government has fixed the prices which must be paid and accepted for wheat and steel and coal. It has exercised its authority to grant priority in the furnishing of fuel, transportation, etc., to force concerns out of some lines of manufacture and into others. It has regulated the supply of labor devoted to different classes of industry. It has assumed the complete operation of the telegraph, the telephone and the railroad systems. This is, of course, but a very incomplete enumeration of the steps the Government has taken in exercising a more extensive and intensive authority over industry during the war.

Measures of this kind have been adopted upon the ground that they are necessary in order to enable this country to perform effectively its part in the war. Now, everybody perceives that this war is a struggle, not merely between the armies at the front, but also between economic resources and organizations behind the front, and that in order to marshal our

economic resources in the promptest and best way, and to bring them to bear upon the enemy with the greatest effect, it was necessary that the Government should assume and exercise a very great deal of authority and control over industry in practically all of its branches. Furthermore, those who it was necessary should exercise the final judgment as to the extent and the degree of Government control which were necessary were of course those who were in charge of the conduct of the war. Recognizing this fact, the American people have submitted to the increased Government control with a cheerful alacrity which has been somewhat surprising, although most gratifying.

WHAT IS BACK OF THE POLICY?

However, there has been nothing in the situation which has made it either impossible or undesirable for intelligent citizens to scrutinize with keen eyes the motives which apparently have prompted the adoption of these various measures, or to observe with keen interest the results which have been obtained. Those who have scrutinized the motives of those in authority have not always been able to convince themselves that all of the policies which have been adopted have been suggested solely by the desire to help win the war. For example, officers of the Postoffice Department, including the present Postmaster General, have for years been advocating Government ownership of the telegraph and telephone lines. In the midst of war a strike was threatened on the telegraph lines. According to the best information the effects on the tele-

Portion of address Oct. 21, before the convention of the Associated Business Papers, New York.

Sid Said
"Shut the
Door"
and Dr. Crane
Slammed It



Sid Said "Shut the Door" and Dr. Crane Slammed it

(Dr. Frank Crane, whose sermons in type are syndicated to hundreds of papers and read by millions of readers, shows how The American Magazine gets over with him.)

"I AM interested in The American Magazine more than in any other publication of the kind that makes a supposedly popular appeal; that is, the kind with lurid covers, war screams, continued stories, love stories, detective stories, and everything, because the editor of it seems to have grasped the idea upon which I fondly imagined I had a sort of patent right; to wit, namely:

"The people—plain, common hoi polloi—like Philosophy and Religion if you can give it to them without making it too poky and without asking them to join anything.

"The antecedent of the pronoun 'it' here being 'Philosophy and Religion' which are one, very much as H and O are one in H₂O.

"Sid says—pardon the familiarity—John M. Siddall, the Editor, calls himself that—Sid

says, for instance, in a recent issue, something about what a feat it is to be able 'to shut the door of the mind against an intruding idea.'

"First, I wish to remark that to find a magazine editor who knows that people are as interested in that sort of statement as they are in beauty secrets and baseball, is like finding a parson who cuts loose and says something that you remember till Tuesday.

"For you and I have been trying all along to bar mental intruders and to keep our gossip-loving minds strictly to the business in hand. It's hard to think things through without being sidetracked.

"When we are working away at an idea along comes another idea, walks in without knocking and says, 'Aw, come on, let's go out and play!' and out we go and the work is undone.

"Whoever gives us a happy phrase, whoever utters for us a dumb conviction, has done us a real service.

"Since I read that sentence of Sid's I have arisen and slammed my mind's door in the face of a dozen pestering interruptions, I have done more and better work with my alleged mind.

"It is as if I had hired an efficiency expert to speed up my think-works.

"We sometimes say people do not think. Everybody thinks enough, for they are thinking all the time they are not asleep.

"The trouble is that our thinking is too discursive. Our mind is like a roomful of chattering schoolgirls. The efficient thinker does not think more than others, but his thoughts are disciplined. He knows how to make one stand back and another come forward.

"And what we call clean thinking, morality, purity and all that, is it not simply promptness and courage to shut the mind's door in the face of certain intruding ideas?

"Talk some more, Sid. Help bring the secrets of the temple out into the street, for no truth is too deep for the much-despised crowd to relish, if you can only say it cleverly enough."

—Reprinted from "Democracy," Dr. Frank Crane's new magazine

The American Magazine

THE CROWELL PUBLISHING COMPANY

Lee W. Maxwell
MANAGER OF ADVERTISING

WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
FARM AND FIRESIDE

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graph service would not have been serious. The telephone service, apparently, would not have been interfered with at all. Nevertheless, this threatened strike was made the ground for the Government taking over the operation of all the telegraph lines and the principal telephone systems. Personally, I do not believe that there was any justification for taking over the telephone lines as a war measure. On the contrary, it would appear that war conditions were made a pretext for adopting a policy which the present Postmaster General favored before the war began.

Take, again, the case of the railways. I believe that the adoption of Government control of operation, together with guarantees of financial return, had become necessary to secure the co-ordinated operation of the railways which the Sherman anti-trust law and the anti-pooling law prohibited and to save many companies from bankruptcy. On the other hand, I do not believe it was either necessary or desirable as a war measure to disrupt the organizations of the railways as has been done, and to substitute what is actually Government operation for what was at the start and what is still called Government control. Many things have been done on the railways which seem to have been done, not so much to help win the war, as to render it difficult to return the railways to private operation after the war.

However, while we are justified in criticising things done by our Government during the war which we do not believe should be done, at the same time it is our duty as citizens, once the Government has adopted policies in relation to the conduct of the war, to give it our loyal support in order that these policies may be so carried out as to do the least harm and the most good. This has been the course followed by practically all the business papers of the country. The business press has no occasion for regretting or apologizing for what it has said and done. We do not know how long the

war will last. It may end soon. It may continue for months or even for years. The business press is in a peculiarly good position to exert an influence in favor of the more complete mobilization and the more effective use of the industrial resources of the country. We should miss no opportunity and spare no effort to further these ends. We have seen the great business leaders of the country—Baruch, Schwab, Repogle, McRoberts, Hurley, Tripp, Lamont and many others—respond zealously, energetically and with all their ability to the appeal of the Government for their assistance. The example which they have set is one which it is only appropriate and patriotic that the business press should follow.

TIME TO TAKE THOUGHT FOR TO-MORROW

Taking note, however, as we must, of the fact that many of the policies which have been adopted by the Government in relation to business during the war are but an extension on a vastly increased scale of policies which were being more and more widely applied before, and taking note also of the fact that they represent the application to business of a control more stringent, widespread and pervasive than we ever knew, we should not refrain from beginning to raise and discuss the question of the extent to which similar policies may and should be considered applicable after the war.

Already other countries which are participating in the great struggle are making plans for economic reconstruction after it is over. Since they have been in the war longer than we have been, it appears probable that they will need more economic reconstruction work than we will. Anyone who looks around him, however, will see that even our conditions are now very different from what they were eighteen months ago. Therefore, our need for the study of the problems of reconstruction, although not so great, perhaps, as that of some other countries, is

nevertheless very great. Two plans for making the necessary study already have been suggested. One is the appointment of a commission by the President, the other the creation of a commission by Congress to be composed of members of both houses.

There doubtless are many questions which should be considered by such a body. A very important one, for example, is as to what steps should be taken to insure that our millions of returning soldiers will find those places in industry where they will be able to do best for themselves and at the same time contribute most toward the welfare of their country. It appears altogether probable, however, that the question which in importance will overtop all others, both in the mind of any commission which may be appointed and in the mind of the American public, will be what general relations should be established after the war between the Government and industry. It will probably be desirable, while we are readjusting ourselves to the conditions of peace, for some of the Governmental agencies which have been created as war measures to retain a certain amount of control over industry until the process of readjustment has proceeded far enough to permit these agencies to be withdrawn without causing any violent dislocation of business. But what general direction, if these agencies are kept more or less in control, should they try to give to the tendencies operating toward determining the future relations between Government and business? What general policy should any commission on reconstruction which may be created attempt to get adopted as regards this most important matter? These are questions of the utmost importance.

QUESTION OF OWNERSHIP IN THE BALANCE

It seems to be that the fundamental question as regards the future relations between Government and business which we are going to have to settle after the war, is

the question whether we are going back to the policy of private ownership and management of industries generally, or are going to embark upon a policy which will amount practically to state socialism. There is being carried on in this country a very strong and widespread propaganda for the public ownership and management of railroads, telegraphs, telephones, public utilities, coal mines, steamships and many other things. Some of the advocates of this policy try to persuade themselves that it would not be socialism. Experience shows, however, that every step which is taken in this direction causes other steps to be taken which were not originally intended, and therefore the more industries the Government acquires and operates the stronger will be the demand for it to acquire and operate others. Now, the very definition of socialism is Government ownership and operation of the means of production, distribution and exchange. Therefore, it matters not by what name you call it, the fact is that the more you extend the policy of Government ownership and management the more closely you approximate to socialism.

This, however, is merely quibbling over names. What the American people really want to know is not whether a certain policy should be called socialism, but whether, first, greater efficiency in the production, and, second, greater equity in the distribution of wealth probably would be obtained under private ownership and management of industries, under Government ownership and management of industries, or under some system of private ownership and management subject to Government control. . . .

Stringent Government control reduces the opportunities and the prizes and therefore the incentive to high endeavor, while Government operation almost completely destroys them. The Postoffice Department was the largest business actually managed by our Government until recently. Do you realize that the largest salary

AMERICAN EXPORTER

is carrying the largest number of advertisers of any trade or class journal published in the world, with one exception—Iron Age. Our number is 875.

We do not accept any concern as an advertiser whose business practices are questionable.

*Why not write us for
sample copies of our
English, French, Por-
tuguese and Spanish
editions?*

AMERICAN EXPORTER
17 Battery Place, New York
Member Audit Bureau of Circulations

This is One Reason Why

Zanesville, Ohio, is perhaps the most distinctive Morning Newspaper town in the United States.

For many years *The Times Recorder* (now the sole Morning paper), which was started as a co-operative concern by Union Printers, 35 years ago, had as a Morning competitor the present evening paper, both morning papers employing union printers; while the sole evening paper (since deceased) was a non-union paper. Under these unusual circumstances the workingmen ALL became habitual morning paper readers. Special attention was given to **EARLY DELIVERY** so that the morning paper could be read by the workingman before he went to work. This still obtains, with the result that the workingman has been the bulwark of *The Times Recorder's* remarkable circulation throughout more than a generation, in addition to the classes who ordinarily prefer a morning paper.

The original evening paper in Zanesville died a lingering death, and its place has been taken by the original morning paper which finally quit trying to keep the pace set by the *Times Recorder* in the morning field and, following the line of least resistance, dropped into the evening field in easy competition with the slowly-expiring pioneer evening paper. The *Times Recorder* was thus left as sole legatee of a situation created by years of intense morning paper rivalry during which the people of all classes and political affiliations habitually read the morning papers.

This helps to explain why *The Times Recorder* now goes regularly into nineteen out of twenty homes in Zanesville and four out of five in the villages and on the rural routes of the Zanesville trading territory, making the use of any other medium wholly unnecessary. It is represented in the National Advertising field by Robert E. Ward, 225 Fifth Avenue, New York, and Mallers Bldg., Chicago.

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paid even to an assistant postmaster general is only \$5,000 a year? Is it any wonder that first-class men are seldom developed in the Postoffice Department, and that as soon as they develop they leave it? Now, since business papers get most of their readers among the aspiring and progressive men in industry, it necessarily follows that anything which tends to reduce the opportunities afforded to such men in industry will tend to reduce the possible number of readers that business papers can get.

HOW WOULD ADVERTISING FARE?

A much more important question from the standpoint of business paper publishers is the effect which increased Government control or operation of industry would have upon advertising. There is no doubt in my mind that the general tendency would be sharply to reduce the amount of advertising done. Take the case of the railways and of the concerns which sell equipment and supplies to them, for example. Under private management the railways spent approximately \$9,000,000 a year for advertising. One of the first things the Government did after taking them over was to reduce advertising expenditures by about \$7,000,000 a year. Advertising was one of the means which the railways used in developing and competing for business. Since Government operation stopped all competition and even emulation between different roads, it naturally resulted in the abolition of the advertising resulting from competition and emulation.

Government operation of the railways has not resulted as yet in a reduction of the advertising done by concerns selling equipment and supplies to the railways. Probably, however, this is largely due to the fact that the railway equipment and supply companies are looking forward to the time when the railways will likely be returned to private management and see that it is wise to keep their names and the qualities and merits

of their goods as prominently before railway officers as ever. Government operation has, however, resulted in the adoption of two policies which, if made permanent, probably would tend to reduce the advertising in the railway equipment and supply field. One of these is that of standardization. It has been applied thus far only to cars and locomotives, but of course, standardization tends to cause all engaged in a particular line of manufacture to make practically the same thing in the same way, and this naturally tends toward a reduction of advertising. . . .

Again, Government operation of the railways has resulted in a partial centralization of purchases. Now, of course, centralization of purchases tends to reduce the number of purchases and therefore tends to reduce the incentive to advertise in order to reach purchasers. As a matter of fact, neither standardization nor the centralization of purchases has been carried far enough on the railways to render it safe or desirable, especially in view of the fact that the railways probably will be returned to private management, for railway equipment and supply concerns to reduce their advertising, and this the leading concerns see. But the tendency towards standardization and centralization has been manifested, and the effects which these policies would tend to produce in the long run is plain.

But are such policies as standardization and centralization of purchases naturally incidental to increased Government control of operation of industries? There is no doubt in my mind that they are. The points of view of the business man and the Government official necessarily are widely different. The business man is always trying to work out methods which will enable him to render a service or make a commodity cheaper or better than any of his competitors. He does not care for uniformity because uniformity would mean that the service he rendered or the thing he made

would be no cheaper or better than those of his competitor. Whatever may be the immediate results, in the long run the results of the emulation and competition of business men spell progress—a progress which means not only success to business men, but increased well-being for the public. . . .

It is consistent both with the selfish interest and the patriotic duty of business papers to use their influence against any tendency which may be manifested after the return of peace to extend Government operation of industry or to maintain drastic control of industry. This does not mean that the relations between Government and business should not be in the future as close as, or even closer than, they have been in the past. The maintenance of close relations between Government and business after the war will be not only desirable, but necessary, in the interest of all. But a close relationship between Government and business under which Government takes management entirely out of the hands of business men or exercises over business a control which is one-half espionage and one-half repression, is one thing, while a close relationship under which Government exercises a control over business for the reasonable protection of the public, and at the same time deals with business sympathetically, constructively and helpfully, to the end that better business may be used to promote the public welfare—that is a very different thing. The relationship of espionage and repression is what we usually have had in the past. The relationship which we ought to have in the future—the relationship which will be best for business and best for the public—would be a relationship under which the ownership and management of industrial concerns would be left in private hands; under which the Government would encourage emulation and competition between concerns in the same line insofar as they would do good and co-operation

between such concerns beyond the point beyond which competition results in waste and loss of economic power; and under which the Government would so hold the balances in weighing the respective claims of capital and labor that each of them would prosper in proportion to its contribution to the national production. . . .

Important Reconstruction Conference Coming

Plans for assembling at Atlantic City, December 4, 5, and 6, all members of the country's more than 300 industrial war service committees for a great war emergency and reconstruction conference have been announced by the War Service Executive Committee of the Chamber of Commerce of the United States.

The meeting will bring together from 2,000 to 3,000 industrial leaders to discuss problems that have arisen with the war. National councillors of the Chamber, representing the more than 1,100 commercial and industrial organizations which comprise its membership, will meet at the same time and place.

The main purposes of the conferences will be the determination of practical methods whereby industry may co-operate still more closely with the Government through a more centralized scheme of organization. This probably can be accomplished best by the creation of a federation of all the war service committees. Questions of reconstruction, too, will be taken up.

Reconstruction Meeting for Business Paper Editors

The War Editorial Conference composing the trade, class and technical press of Chicago, has called a conference of business paper editors of America to meet in Chicago, December 5 and 6 to consider ways and means of helping the country prepare for business reconstruction after the war.

It is expected that several leading men of the nation will address the conference. James W. Gerard, former Ambassador to Germany, has agreed to be present and tentative acceptances to appear on the programme have been received from Nicholas Murray Butler, Edward N. Hurley and Charles M. Schwab. A number of chambers of commerce have endorsed the meeting and have expressed an intention of sending delegates. George H. Cushing, editor of the *Black Diamond*, is chairman of the arrangement committee.

Ross with "Practical Farmer"

John D. Ross has been made western representative of the *Practical Farmer*, Philadelphia. His headquarters will be in Chicago.

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Price Cutting in the British Market

Prices Are Maintained as a Rule, Except in the Big Co-operative Societies, Which Cut Indirectly—Attitude of Some Manufacturers

By Val Fisher

Of London, England

[EDITORIAL NOTE.—This is a more extended statement of the phases of price-cutting in English co-operative societies, discussed in articles by Albert Sonnichsen, appearing in *PRINTERS' INK*, issues of May 9 and 16, 1918.]

PRICE cutting is more rampant in Britain than in the United States, but it takes a different form. In the latter country I understand that the big department and chain stores are the worst offenders. In Britain, with one notable exception, the department stores sell branded and advertised lines at the prices fixed by the manufacturers. Chain stores rarely touch these goods, and private traders are, on the whole, very loyal to the system, but we have in the co-operative system a method of price cutting practically unknown, I believe, in the United States.

In view of the announcement that the labor unions in New York planned to open a million-dollar retail store to be operated on a similar system, American advertisers will, I think, be particularly interested in learning how the system affects advertising in the British market.

Briefly, the co-operative system of trading is this: A group of consumers form a society or association for the purpose of buying all the goods they require first hand, distributing among themselves at market rates and dividing the profits by paying a dividend in proportion to their purchases. They aim first at eliminating the middle man, then (by manufacturing for themselves) the manufacturer. The system was introduced into Britain in 1844 by a group of industrial workers in the cotton spinning district. They called their organization the "Rochdale Pioneers Co-operative Society." The members provided the working capital by subscribing one or more £1 share. Their example

was quickly followed by other groups, then the retail societies formed a wholesale society, of which they became shareholder members. The wholesale society bought for all the retail organizations and returned its profits to retail units as dividends of their purchases.

To-day we have in the British Isles 1,350 retail societies with a share capital of \$235,766,000 (equal to \$67 per member). Over three and a half million householders—one in thirteen of the total population—are members of these retail societies. They own approximately 6,000 retail stores, having a turnover of \$605,000,000; they draw 55.23 per cent of the goods they sell from their own wholesale societies, of which there are three, English, Scottish and Irish.

WHOLESALE SOCIETIES OPERATE NUMEROUS FACTORIES

These wholesale houses, familiarly known as the "C. W. S.," operate their own bank, have their own flour, cotton and woollen mills, jam, soap, biscuit, polish, boot and shoe, lard and other factories; they farm over 5,000 acres of land, own a line of steamships, run a big insurance department, and own tea gardens and coffee plantations. In 1917 the trade of the three C. W. S. was \$336,061,805. The English C. W. S. alone had a turnover of \$165,000,000, the largest items being butter, \$23,780,000; tea, \$6,415,000; flour, \$17,730,000; bacon and hams, \$9,100,000; sugar, \$15,040,000; making an aggregate of \$70,000,000 for these five food items alone. Their mills produce piece goods (apart from woollen cloth and ready-made clothing) value \$10,820,000; boots value \$3,125,000, and other goods in proportion. There are, in addition,

121 co-operative factories not owned by the C. W. S. but supplying goods to it.

This vast trading organization has one big advantage in competing with capitalistic manufacturers and retailers; its units are permitted to trade without the payment of income tax, which all ordinary trading concerns are compelled to pay.

Here then you have a system doing a big slice of the trade of the country, and this is how it affects the advertiser of a branded line sold to the consumer at a fixed price. John Doe puts on the market, say, a new breakfast food, his advertising creates for it a consumer demand among co-operators who ask for it at their own retail store. The store orders from the C. W. S., which in turn orders from John Doe. He is glad to supply if they will sign his price-maintenance agreement. They will do so, but although the retail stores sell at the fixed price they return their profit to purchasers in the shape of dividends—ranging from 25 cents to \$1.50 per pound share. If John Doe says this is price cutting and refuses supplies, he automatically cuts off a large volume of possible trade, and just as soon as the demand for his goods warrants it, the C. W. S. produce a competitive article.

You will best grasp the significance of what this system means by comparing some English towns with cities of similar size in America. Imagine Milwaukee with one such society having 43,804 members and a turnover of \$8,551,783; Edinburgh, Scotland, has a smaller population and one of its *two* societies claims these figures. Or take Albany, N. Y., and imagine it containing forty-two such societies with an aggregate membership of 44,000 receiving dividends on their purchases ranging from 55 cents to \$1.05 on \$5.00, as is the case in Huddersfield, England.

I recently put a series of questions to thirty big national advertisers in Great Britain. These included firms of both British and

American origin. The goods sold included household commodities, packed and bottled foods, etc., branded textiles, cameras, watches, pens, gramophones, and other lines, all sold at fixed prices and covering all classes of buyers. The questions asked were:

1. Are your branded and advertised lines sold in co-operative stores?

2. Do you sell direct to the retail societies or to the C. W. S., or both?

3. Do you allow the "dividend" to be paid on your fixed retail selling price?

HOW ADVERTISERS IN BRITAIN TREAT THIS PRICE CUTTING

Twenty-one British firms sell both direct or through the C. W. S. and allow the dividend to be paid on their fixed prices.

Three firms of American origin have adopted the same practice.

Four firms of American origin each making a simple specialty sold at a fixed price and doing no business through wholesalers or jobbers, refuse to supply co-operative societies because of price-cutting.

One British manufacturer, who has made a great success with a line selling at a fixed price, reports that he sells to retail societies who will give a guarantee not to pay the dividend on his lines.

One British firm reports that it ceased to supply co-operative stores several years ago owing to price cutting. The C. W. S. began to manufacture a substitute, yet retail societies whose members insist on the original article surreptitiously obtain supplies from jobbing houses.

Several of my correspondents point out that their trade with the "system" is very small compared with that of private traders. Of course the whole policy of the "system" is to push goods of its own make, practically everything it manufactures being a substitute for the goods of some advertiser.

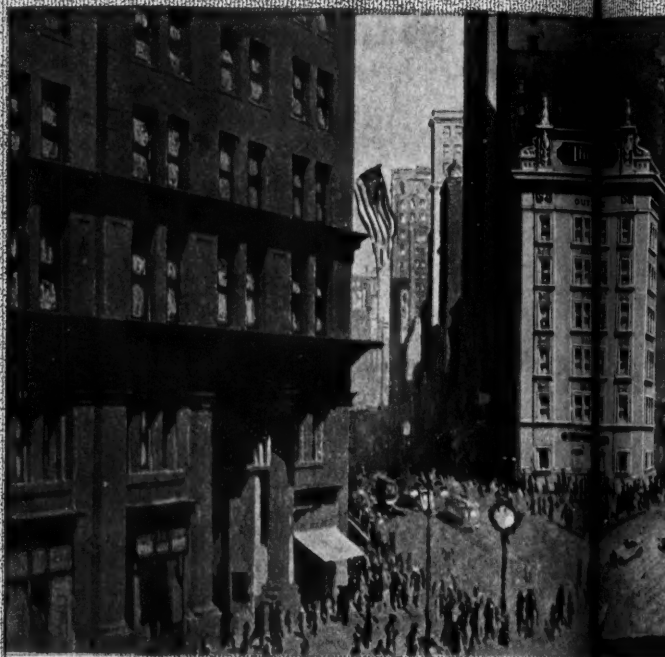
British advertisers are divided in opinion on this subject. Some

CHARLES DANIEL
FREY
COMPANY

ADVERTISING
ILLUSTRATIONS



104 SOUTH
MICHIGAN AVENUE
CHICAGO



CUSTOMING
 Broadway, 5th & 25th Sts.
The Busiest Business In

We will move our work Of
 new building on Nove

CHICAGO

Thos. Co.

Largest Building in the World

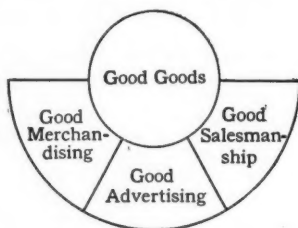


USING
5th and 12th Street
Busier in America

Our Offices to our
on November first

OS ©. NEW YORK

the World



Better Gunnery

"The Merchandising Triumvirate does the heavy cannonading, the Advertising Agency provides the barrage, the Printing Counsel plows through with machine gun fire, and the Salesman goes over the top."—From *"The Barometers of Business."*

OUR business is Direct Advertising—we operate the machine guns of merchandising. We have achieved big results for manufacturers all over the United States, not because we supplied ammunition, but because we know just where to aim and because we hit accurately.

With salesmen gone, in many cases it is necessary for the machine guns not only to plow through with fire, but to go over the top. With less man power and with Government restrictions on paper, it is necessary to use *more brain power*.

This means greater thought, sounder knowledge in *preparation* of Direct Advertising, finer accuracy in lists, and 100 per cent pulling power in copy and illustration.

The Bert L. White Direct Illuminated Method produces Mailing Campaigns that have been found supremely desirable by concerns like The Goodyear Tire & Rubber Company, the Studebaker Corporation, the J. I. Case Plow Works, Armour and Company, and many others.

"The Barometers of Business"—a book we have just published—analyzes today's merchandising problems of the manufacturer, explains in a new way the influence of Direct Advertising, and shows in a manner you will find convincing why our Research, Service and Production departments have made good with the policy of *"Consider the other fellow first."*

"The Barometers of Business" is free for the asking to business officials and advertising executives. Write for it today.

Bert L. White Company

Originators and Producers of

Illuminated Campaign Material

for Sales and Promotion Purposes

1215-27 Fullerton Avenue, Chicago

hold that, provided the goods are sold at fixed prices, it is no concern of theirs as to how the profits are disposed of. Others condemn the system, both on account of what they consider is the unfair advantage that the free-from-income tax co-operation has over the private trader, and on account of the price cutting. Of the British houses whose replies to my questions show that they condone the system, I would say that in many cases they were trading with the stores before the system of fixed prices was adopted, and apparently since the private traders—the only body who could bring any pressure to bear upon them—do not take any steps, they are content to let well alone.

ATTITUDE OF AMERICAN FIRMS

I append some of the remarks of some of my correspondents on this point.

A firm of American origin selling a packaged food in practically all civilized countries, and which has, I believe, fought scores of actions on price cutting in the United States, says: "Our goods are sold by all co-operative stores and the dividend paid on fixed price." (I would here say that the C. W. S. built a special factory to make a competitive line to this.)

The Gramophone Company absolutely refuses supplies and reports that substitution is rampant.

The Kodak Company also refuses supplies.

The Ingersoll Watch Company refuses supplies and complains of substitution. E. S. Daniels, European head of this concern, expresses himself as being very strongly opposed to this system of trading.

One of the most successful British advertisers of modern times states "The Co-Op. movement is antagonistic and destructive to all proprietary lines. Its principles contain within themselves the ultimate destruction of free merchandising and unlimited distribution, together with the effacement of personality, individuality and local enterprise."

To American readers such indifference to price cutting as I have described must seem strange, as also must the lack of opposition on the part of private retailers. It should be remembered, however, that the system commenced seventy-four years ago and had already secured a stronghold before the introduction of price maintenance.

British manufacturers and retailers appear to have taken the co-operative system of trading as a necessary evil. The capitalistic manufacturer has preferred to extend his trade on the line of least resistance rather than combine with his fellows to put the system out of business. Lest you should think that all the trade of this country is done by the co-operative societies, I would say that in every branch of both retailing and manufacturing, much larger businesses have been built up in a far shorter time by capitalistic interest. Those advertisers in Britain who do really stand behind their price maintaining schedule feel that they have a legitimate grievance against the press of the country, particularly newspapers in provincial centres which have given the system much free publicity by reporting their meetings, the opening of new stores, periodical progress, etc.

The co-operative system of trading has spread to practically all European countries. Russia has, or had, 40,000 societies with 12,000,000 members. France, Germany and Italy each have a larger number of retail societies than has England; but the system in all these countries differs materially from the British system inasmuch as they have no central buying organizations to correspond to our C. W. S., and a large proportion of the goods they handle are bought in the open market.

In practically all these countries the movement tends to become a political one. In England the trade union organizations are making a strong effort to gain control, and the co-operative societies plan to run many candidates for Parliament at the next election.

French Leaves "Advertising & Selling"

George French, who was editor of *Advertising News*, New York, for about two years and who since the consolidation of the publication with *Advertising & Selling* has continued in that position, has resigned and is now with the *Importers' Guide*. His successor on *Advertising & Selling* has not been appointed.

Advertising Canada's Second Victory Loan

Preliminary Campaign, in Advance of Period in Which Bonds Are Sold—
The Intensive Selling Campaigns Is Now in Full Progress

By Harold C. Lowrey

CANADA'S Second Victory Loan—the Fifth War Loan—was unostentatiously launched early in September. So quiet and conservative were the first moves made that very few people not directly connected with the Loan work were aware that the greatest financial drive in the history of Canada had begun. That result was not a mishap, it had been planned to happen just that way.

Four previous campaigns have produced their lessons and perhaps the most outstanding lesson learned was that of keeping the growth of the public's interest and participation uniform from first to last. This makes for easier work, harmony, confidence, and is mighty good for general business during the loan-raising period. The economic loss from the partial suspension of the nation's regular business is a serious thing that actually results in a national loss despite the fact that the success of the Loan itself is a national gain. Thus in starting the new Victory Loan campaign in an unostentatious manner, and developing it in intensity as the drive progresses, the nation is educated to save and actuated to buy in a constant, swelling stream and yet at the same time to minimize as far as possible the inevitable interruption to the regular trade and commerce of the country.

In floating this Loan, Canada is confronted with a prodigious task. The amount officially asked for is \$350,000,000, though the real objective is \$500,000,000 and more. This must come from a total population of seven and a half millions.

Once more paid advertising space will be liberally used,

though perhaps its employment will be more economical, due to the more perfect organization the past four loans have produced. The advertising appropriation as formerly will be administered by the Canadian Press Association, Inc., which in turn is the client of the composite agency formed for this work by the Canadian Association of Advertising Agents. All press publicity is being handled by this composite agency in its offices in Toronto. Poster and other forms of publicity are handled by the Dominion Publicity Committee, also of Toronto.

The Press Publicity Campaign is divided into two parts; paid display, and press news and feature service. The paid display campaign is divided into three appeals; first, to practise thrift, second, educational copy on the loan itself, third, direct selling copy during the subscription period.

AGENCY WORK CO-ORDINATED

The composite agency formed by the C. A. A. A. is in charge of a committee composed of the following: J. E. McConnell, Pres. C. A. A. A. and McConnell and Fergusson, Chairman; J. P. Patterson, Norris-Patterson, Limited; A. J. Denne, Smith, Denne & Moore, Limited; C. T. Pearce, A. McKim, Limited; E. Desbarats, Desbarats Advertising Agency; C. T. Solomon, Advertising Service Co., and Adam Smith, R. C. Smith & Son, Secretary.

All copy used in the paid Victory Loan campaign as well as the book of suggested advertisements for donated space has been prepared by the copy division of this composite agency. The Chief of this division is John P. McConnell (not connected with

any agency) who wrote many of the ads for former loans. Under him are the following agency men, C. T. Solomon, Advertising Service Company; Harry Cattelton, Baker Advertising Agency; Harry Tandy, Smith, Denne & Moore, Limited, and William G. Colgate, Norris-Patterson, Limited.

When written, the copy had a great barrage of "blue pencils" to pass before it appeared in the publications. First the Responsible Committee would punch holes in it, then when revised, the Dominion Publicity Committee (the selling organization of bond and financial men) would "correct" it, and then the C. P. A. would look it over before finally submitting it to the Finance Minister for the last okay.

This year one pleasing and efficient innovation is the preparation of local copy for the various provinces. This will have the effect of bringing home to each province its part in the nation's business. The copy in the educational section is endeavoring to show the country just how and where the Loan will be used and the relation the success of the Loan has to the prosperity of the people who are buying bonds.

The circus method, the heart-throb appeal, the slacker and the revenge means of selling have all been employed in past loans but their effectiveness has long since past. This year's campaign is one of simon-pure "reason-why" appeal in which facts are made to convince Canadians that Victory bonds must be bought in order to keep business going ahead on an even keel. The foundation of

absolute confidence must be carefully laid, for one out of every six or seven of Canada's entire population must be induced to buy bonds. That means bringing out the hidden savings as well as the development of new savers. The idea of bond investment as a method of preparing for a rainy-day must be inculcated into a lot



Canada CAN and WILL

ON July 31, 1918, Canadians had on deposit in banks more than a billion and a half dollars—that was \$160,000,000 more than was on deposit on the same date in 1917.

And, in the meantime, Canadians had invested \$425,000,000 in the Victory Loan 1917. Besides that they had bought \$60,000,000 worth of provincial and municipal bonds.

So the people of Canada during the past year have accumulated \$485,000,000 in bonds and over \$165,000,000 in cash more than they had on July 31st, 1917. That represents concrete accumulated wealth.

Canada is to-day the richest country in the world, per capita.

Her war debt per capita is lower than that of any other fighting nation.

So Canada undoubtedly has the ability to over-subscribe the Victory Loan 1918.

And Canada must manfully and loyally support the Victory Loan 1918, because the national safety, the national honor and the prosperity of the country are at stake.

Canada's business prosperity is necessary to the maintenance of Canada's war efficiency.

Get ready to oversubscribe the Victory Loan.

BUY VICTORY BONDS
and help to get others to buy—
then buy some more yourself

Based on Canada's Victory Loan Campaign
of the Department of Finance

PROVING TO CANADIANS WHY THEY CAN BUY MORE BONDS

of minds where the idea of a rainy-day fund has found little favor in the past.

One ad reads "Victory Loan 1917 Gave British Columbia A New Industry—As a direct result of the Victory Loan 1917, British Columbia secured a new and most important industry—airplane timber. The Imperial Munitions Board has under contract and in operation the production of nearly a quarter billion feet of Silver Spruce at

prices the highest ever paid for timber of any kind in this province. Forty-five camps in which thousands of well paid workmen are employed, are in operation"—and so on.

Another is headlined "When You Drive Up to the Elevator," and deals with the viewpoint of the grain farmer.

The poster campaign comprises a full service from coast to coast and is being handled by the Poster Advertising Association of Canada under direction of the Dominion Publicity Committee.

The leading poster is the prize winning picture "In Flanders Fields" which strikingly depicts the great sacrifice "over there." One of the first posters "lined up for the Loan" carries to an extreme the avoidance of the "Buy" suggestion. This particular piece of poster copy shows a row of complacent types and not a single one in the act of reaching for pocket or check books.

The experiences with donated space in other campaigns brought about the suggestion book of advertisements which the Dominion Publicity Committee has sent out to all publications for the use of canvassers in the solicitation of donated space. In this way it is hoped to keep the copy in the donated spaces in harmony with the general campaign and also to make it more practical for busy merchants to assist in booming the Loan.

This year the Governor General of Canada will present to each district making its quota an Honor Flag upon which a golden Leaf is authorized for exceeding the quota. The selling period opened October 28th and will continue for three weeks. In that period more than half a billion dollars will have been subscribed. In 1917 one in every 9.62 of the population bought bonds; this time it should get down to nearly one in every six.

Wallace B. Blood, formerly manager of the Wallace B. Blood Automatic Service of Chicago, is now technical advertising adviser of the Carl M. Green Company of Detroit.

Solving Question of After-the War Distribution

Representatives of over twenty-five of the country's largest manufacturing plants met at Rochester, N. Y., recently to discuss problems connected with the distribution of merchandise after the war. An executive committee was appointed to direct the conference and to have charge of any future meetings. This committee consists of George W. Hopkins, general sales manager of the Columbia Graphophone Company, New York, chairman; Charles F. Abbott, director of sales of the Celluloid Company, New York, secretary; L. C. Rockhill, merchandising manager, Goodyear Tire & Rubber Co., Akron, O.; Fowler Manning, general sales manager, Winchester Repeating Arms Co., New Haven, Conn.; Norval A. Hawkins, general sales manager, Ford Motor Car Co., Detroit; M. B. Kerr, director of sales, Northwestern Knitting Co., Minneapolis, and C. E. Steffey, general sales manager, National Cash Register Co., Dayton, O.

Among the companies represented at the conference were the following: Sherwin-Williams Co., Cleveland; Domestic Engineering Co., Dayton, O.; Stein-Bloch Co., Rochester; Gillette Safety Razor Co., Boston; National Lead Co., New York; Burroughs Adding Machine Co., Detroit; Swift & Co., Chicago; Robert H. Ingersoll & Bro., New York; Florence Mfg. Co., Florence, Mass., and Beaver Board Co., Buffalo.

To Manage Advertising of Columbia Bicycles

Wesley R. Warren, has been appointed advertising manager of the Westfield Manufacturing Company, Westfield, Mass., maker of Columbia bicycles. He succeeds E. A. Malloy, who is now advertising manager of the cantonment newspaper at Madison Barracks, N. Y.

E. D. Gould With Repetti

E. D. Gould has been appointed general manager of Repetti, New York candy manufacturer. He was formerly sales manager of the Regal Shoe Company and more recently has been with Sherman & Bryan, Inc., New York.

Joseph H. Worden, Jr., With "Vogue"

Joseph H. Worden, Jr., formerly with *Metropolitan Magazine*, New York, and more recently with *Photoplay Magazine*, Chicago, has joined the eastern advertising forces of the Spanish edition of *Vogue*, published in New York.

Howell Leaves Johns-Manville

A. R. Howell, who has been advertising manager of the H. W. Johns-Manville Company, New York, has become associated with the S. K. F. Administrative Company of the same city.



Foldwell

TRADE MARK

IN ANY FORM ARRIVES RIGHT

Foldwell delivers your sales message to its destination clean and whole. Your selling story will be backed up by the paper—every argument—each headline. Even your powerful illustrations will retain their original strength to the journey's end.

Remember—a circular torn and cracked will not produce orders. Your prospect will not piece together your sales story if it comes to him looking more like a jig-saw puzzle than a perfect reproduction of your product or service. Foldwell—*Coated Book, Coated Cover, Coated Writing*—will not crack when folded with or against the grain. Foldwell protects your Direct Advertising from mailing to prospect.

Let us send you *Facts and Figures*—our book about Foldwell—a merchandising story.

Chicago Paper Company
803 South Wells Street
Chicago Illinois

COMMENCING WITH ITS
NOVEMBER ISSUE

The New France

*The Recognized Illustrated Magazine
of Authority on Franco-American
Relations*

will be distributed to newsdealers by our own organization, instead of through American News Company branches. If you wish to act as Distributor in your territory, write or wire at once. If not already allotted, there is an opportunity for a profitable connection.

CIRCULATION DEPARTMENT

The New France, Inc.

220 West Forty-second Street

New York City

TELEPHONE: BRYANT 5506

for

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See Need for Public Education on Foreign Trade

Situation is One of Tendencies Only, No Definite Policies or Findings Having Yet Been Made—Government to Issue Important Course of Instruction in Foreign Trade

TENDENCIES that are beginning to crystallize into a definite foreign trade policy on the part of this country were discussed broadly at two meetings of export managers and Government agents in New York last week.

On Thursday evening, October 24, there was a large meeting of the Export Sales Managers' Club, at which Dr. G. E. Snider, of the College of the City of New York, A. V. Edwards, of the National City Bank, H. C. MacLean, of the United States Bureau of Foreign & Domestic Commerce, Walter F. Wyman, sales and export manager of the Carter's Ink Co., and others discussed future world market conditions provisionally.

Dr. Snider, who is working for the Government in the preparation of a vocational course of education in foreign trade, told of the progress already made in the preparation of text books for this purpose. There will be courses in foreign trade sales promotion, export technique, foreign exchange, foreign credits, marine insurance, ocean transportation, ports and harbors, etc.

Mr. MacLean said that foreign trade is a question of national necessity, and that the most important factor in the situation is the point of view we are going to take on the subject.

He mentioned the comprehensive efforts being made by the British Board of Trade, with a hundred commissions appointed to investigate and make reports.

"So far," he remarked, "I don't know of a definite measure adopted as a result of these reports. This goes further to show that we are dealing with tenden-

cies, rather than facts."

He pointed out a new tendency among the British to form combinations, a radical departure from the individualistic traditions of that country.

Mr. Edwards gave briefly an outline of methods by which American manufacturers can finance foreign trade, and told of the efforts made by American banks to establish branches and service bureaus in foreign countries, an effort stimulated by the Federal Reserve Act.

NATIONAL TRADE-MARK DISCUSSED

At a meeting of the Export Division of the New York Advertising Club Wednesday, October 23, Walter F. Wyman as chairman objected to the creation of a national trade-mark for use in foreign trade. He argued that it will relegate the manufacturer's own trade-mark to second place in importance, thereby lessening his incentive to make his mark a credit to himself and the nation.

If the Governmental guarantee, he said, is nothing more than a certificate of origin, it is no more than is now demanded by the countries to which goods are exported. Is it a guarantee that the American maker will live up to his promises to the foreign merchant under penalty of forfeiture of right to use the trade-mark? If so, then it involves far more complicated and unwieldy machinery for its enforcement than a Court of Foreign Commerce. If it is a guarantee of quality, how will it take care of the first, second, third and fourth grades of merchandise? Germany has spent millions to wreck the American opportunity for export trade. Is it to be supposed that she will overlook the opportunity the national trade-mark will offer?

One of the speakers in the discussion that followed made the point that under the accepted definition of a trade-mark the symbol used can only apply to goods having a common origin. Therefore, he argued, there can be no such thing as a national trade-mark.

Effect on Advertising of Limitation of Styles and Sizes

The Advertisable Possibilities of a Simplified Product

By S. H. Ditchett

Editor, *The Dry Goods Economist*, New York

IN considering the degree to which the simplification of styles tends to affect us as publishers of business papers, it is well to glance at some of the results of simplification, as claimed by the War Industries Board. I feel that such a review ought to be prefaced by a word as to the care which seems to have been exercised in making the changes finally decided to be necessary. As an example of this attitude, let me refer to the statement I heard Dr. Garfield make at a recent meeting in Washington as showing that no hasty action had been taken in connection with the gasoline conservation order. He said that the suggestion as to a gasless Sunday was made to President Wilson by Representative Sears and was sent to him (Dr. Garfield) on March 4. At that time it was felt that there was no need to ask the people to save gasoline. In April there were still on hand 11,000,000 barrels of gasoline. In August the quantity was 7,800,000 barrels, and it was the decrease which caused the action by the Fuel Administration. Even this action was not taken arbitrarily by the Fuel Administration, but the situation was put up to a committee of men in the oil industry.

Similarly, many of you present know better than I do as to the need for conservation in the iron and steel industry. In this regard the statement was made at the same meeting to which I have just referred that the United States is supplying not only its own metal needs but also largely those of our Allies. Take also the statement of Secretary McAdoo, who said at the same meeting that vast

quantities of rails, locomotives and cars are required for use on the war front in France. Besides the destruction of material by enemy shells, every advance made by our troops and their Allies calls for increased material, especially rails. Not only is there a heavy call from our own army in France, now 2,000,000 men and over, but we have to supply our Allies. Mr. McAdoo told of an order for locomotives which were almost ready for delivery for our own railroads, but at that moment he received a cable from General Pershing calling for locomotives in a hurry. "I sent the locomotives to Pershing, who needed them more than we do," said he; and this statement was greeted with applause. And he added, "When you understand why these things are necessary they are not inconveniences; they are pleasures."

And, as I understand it, the War Industries Board has in each case striven not only to create the understanding but to make its explanation absolutely clear. It has consulted with members of each industry affected, obtained their views and given them due consideration. As a result, there has been no serious criticism as to style simplification orders, but each has been accepted as being based on existing conditions, entirely necessary, and, therefore, to be cheerfully complied with.

BUSINESS PAPERS HELPED CONSERVATION DIVISION

Now as to the claims made by the Conservation Division of the War Industries Board as to results produced by lessening the number of styles. In the manufacture of woolen and worsted
(Continued on page 81)

Address October 22, before the Convention of the Associated Business Papers, New York.



LOS ANGELES IS PROSPEROUS

There are 241,303 savings banks depositors in Los Angeles in a population of 607,587.

The shipyards have a weekly payroll of \$501,990.

The fish canneries and other industries at Los Angeles Harbor pay out in wages every week \$243,000.

These people have money to spend. They buy advertised goods.

They respond to advertising.

90% of them read the

Los Angeles Examiner

Thousands of them read no other morning or Sunday paper.

The Examiner has the largest morning and Sunday circulation of any Los Angeles daily and it covers the great Southwest like a blanket.

To reach these thousands of well-paid industrious folks you must use the Examiner.

BE SURE AND PUT IT ON YOUR LIST.

Information about this wonderfully prosperous community gladly furnished by

Western Rep.:
W. H. WILSON,
909 Hearst Bldg.,
Chicago.

Eastern Rep.:
M. D. HUNTON,
1834 Broadway,
New York.



CIRCULATION OF TEXAS

As shown by statement made to the government
office Department, showing increase decrease

NEWSPAPERS—	Apr. 1, '16	Oct. 1, '16	APRIL	OCT. 1
Dallas News.....	49,464	50,431	58	58
Fort Worth Star-Telegram . .	40,948	44,102	4	50,6
Houston Chronicle.....	38,961	40,926	44	44
Dallas Journal.....	36,668	37,718	40	40
Dallas Times Herald.....	32,561	33,461	39	39
Houston Post.....	30,103	31,172	34	34
San Antonio Express.....	22,076	24,920	29	29
San Antonio Light.....	19,690	20,990	21	21
Dallas Dispatch.....	22,294	25,065	25	25
El Paso Herald.....	18,704	24,447	26	26
Fort Worth Record.....	35,312	33,463	28	28
Beaumont Enterprise.....	15,382	15,563	17	17
Houston Press.....	18	18
El Paso Times.....	18,207	18,483	22	22
Waco News.....	6,009	7,018	9	9
Galveston News.....	12,178	11,951	11	11
Galveston Tribune.....	8,193	8,117	9	9
Waco Times Herald.....	5,464	6,500	6	6
Temple Telegram.....*	4,561	4,639	5	5
Austin American.....	18,375	16,196	12	12
Austin Statesman.....	10,624	8,862	10	10

FORT WORTH STAR-TELEGRAM SHOWS GREATEST GAIN ANY PAPER

STAR-TELEGRAM SHOWS GAIN OF 14,998 DURING PAST
3,772 BY NEXT FORT WORTH PAPER.

No Premiums. No Contests—Just a Newspaper with essential ci

Include the Fort Worth Star-Telegram

NOW OVER 65,000 CIRCULATION

SECOND PAPER IN

Member A. B. C.

TEXAS NEWSPAPERS

to the government and filed with the Post-
office increase during the past twelve months

CIRCULATION				Changes in Last 12 Months	
	Oct. 1, '17	Apr. 1, '18	Oct. 1, '18	Gain	Loss
58,848	62,915	71,612	12,764	
50,601	56,936	65,599	14,998	
44,663	48,703	54,573	9,910	
40,655	41,066	47,518	6,863	
39,131	41,263	44,439	5,308	
34,236	36,329	40,819	6,583	
29,772	34,599	38,958	9,186	
21,893	26,281	29,363	7,470	
25,872	25,517	29,014	3,142	
26,370	27,311	27,162	792	
28,467	25,354	24,695	3,772	
17,029	16,906	20,033	3,004	
18,880	19,424	18,011	869	
22,753	22,693	17,484	5,269	
9,023	11,145	12,617	3,594	
11,222	10,900	12,453	1,231	
9,708	9,003	9,131	577	
6,339	7,128	8,112	1,773	
5,839	6,767	8,088	2,249	
12,021	11,780	7,415	4,606	
10,016	10,362	7,337	2,679	

ANY PAPER IN TEXAS DURING PAST TWELVE MONTH
DURING PAST TWELVE MONTHS, AS AGAINST LOSS OF

with actual circulation that brings results to the advertiser.

in Telegram in Your Next List

DAILY AND SUNDAY

PAR IN TEXAS

AMON G. CARTER, Vice-Pres. and Gen. Mgr.



Supreme In Its Field!

SUCCESSFUL BANKING, supreme editorially and as an advertising medium, in the banking field, reaches 76 per cent. of all the banks in the United States, and *all* the banks with deposits of \$100,000 or over.

Of course, the editorial power which gives SUCCESSFUL BANKING a greater reader interest than any other banking magazine, and the wide distribution which carries it into most of the banks in every state in the Union, mean a great deal, but that which means more to *you* is the fact that SUCCESSFUL BANKING goes direct to the man most active in the management of the bank, *the man who does the buying.*

Your advertisement, a full page in two colors, can be placed squarely before these buyers, 22,000 of them with \$40,000,000,000 of buying power, for the low magazine advertising rate of \$3.18 for each thousand of circulation.

Have you met a squarer advertising proposition than this?

Write for our portfolio of facts concerning the banking field.

Successful Banking

BENTON HARBOR, MICHIGAN



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fabrics, it is asserted, a great saving has thus been effected. Before the war a mill frequently put out a thousand designs at the beginning of each season. Now, in addition to a great reduction in the *variety* of designs those which are not economical in cutting have been eliminated.

It is asserted also by the Conservation Division that with the aid of the French Government and the great Paris dressmaking houses the United States Government succeeded in having the present tight skirt and narrow silhouette made the prevailing fashion. The saving in dress materials effected by a style which calls for a skirt measuring $1\frac{3}{4}$ yard, or even less, around the hem, whereas Fashion could just as readily have dictated a $2\frac{1}{2}$ -yard skirt, is obvious.

It is important to point out in this connection, by the way, that the co-operation afforded by the trade papers in the women's garment field, in the way of reading-matter and illustrations, greatly simplified the task of re-popularizing the narrow silhouette with the American woman.

In the men's clothing industry, by eliminating features which use cloth unnecessarily, it is claimed, a saving of from 10 to 15 per cent in the yardage of each suit has been effected.

Another important form of saving in the wool fabric is in the lessened size, as well as in the quantity, of samples, or swatches, for the use of clothing manufacturers, woolen houses, jobbers, tailors, etc. Obviously, reducing the number of styles naturally reduced the number of swatches, and in addition there has been a great reduction in the size of each sample which, owing to competition in liberality, had grown to an enormous size.

The Conservation Division has not yet attempted to estimate the quantity of material which will be saved by the restriction in shoe styles for fall and spring.

Other examples are pneumatic tires for automobiles, the number of sizes and types of which, the

Conservation Division asserts, have been reduced from 287 to 33, and it is expected, according to the same authority, that during the coming two years the number of sizes and types will be reduced to nine.

SOME OF THE STYLE REDUCTIONS

Seventy-five per cent of the sizes and types of stoves and furnaces have been eliminated. One big maker cut the number of his styles 77 per cent, or, in other words, from 2,100 to something like 700.

Nickel trimmings have been removed from gas stoves and ranges.

Sizes and types of plows and other tillage implements have been reduced from 3,000 to about 600. In the vacuum-cleaner industry 125 tons of aluminum and 100,000 feet of rubber hose have been saved. Sheet zinc has been substituted for galvanized sheet steel for lining of refrigerators, thereby saving about 15,000 tons of steel.

The number of styles of metal beds has been reduced from 600 to 24, and by fixing maximum gauges, heights, etc., in the construction of metal beds about 15,000 tons of steel will be saved.

Heretofore spool cotton has been put up in 100-yard spools. Now by placing 200 yards on each spool it is asserted by the Conservation Division that 600 carloads of freight space will be saved.

A saving of paper as well as of fuel in its production and also of transportation space is being effected by the elimination of cardboard boxes wherever possible in the packing of knit underwear and hosiery and in the women's waist industry. Similar action is about to be taken in connection with corsets. On certain grades of waists, instead of packing two in a box, or carton, six are packed.

Now as to the probable effect of style simplification on our particular interests. I have talked with publishers on the subject, and I find a practical absence of ap-

prehension on the score of its exerting an adverse effect on advertising.

The advantages to the distributor are obvious. They include a marked reduction of the stock that must be carried. Obviously, with fewer styles assortments can be adequate and yet entail a much smaller investment.

Manufacturers have expressed themselves as favorable to the plan, as eliminating waste and simplifying production, and, therefore, reducing manufacturing costs. It would ill become us as the mouthpieces of the various industries to carp at changes which are accepted more or less gratefully by the industries we represent.

Getting down to brass tacks, however, it is not difficult to see that the simplification of styles may affect us, in a degree, from an editorial standpoint. The introduction of a novelty, be it only a modification of an existing style, is an important matter of *news*. This is exemplified in a marked manner by the wide discrepancy between the amount of printed matter devoted, in newspapers and magazines, to women's wear, as against men's clothing and furnishings, simply because under normal conditions women's apparel is constantly changing, while men's is standardized. Not only this, but in the drygoods trade it is on the novelties that profit is made. It is an axiom among drygoods concerns that "there is no money in staples." And in business-paper publishing for such a trade it is equally axiomatic that news about staples is hard to find, while there is plenty of news in regard to novelties.

Simplification of styles, if carried to extremes, would also deprive certain trade-paper publishers of opportunities for prestige. It is in the forecasting of new styles, in telling manufacturers and distributors of what is coming, that a paper like the *Dry Goods Economist* performs one of its greatest services to the trade. In these directions the simplification of styles would be a

blow to papers of the class I have in mind.

As regards advertising, from conversations I have had with business paper men it does not appear that simplification of styles will exert any adverse influence. I am informed that this is the case in connection with hardware, for instance, in which line there was until recently a tremendous output of unnecessary styles and wherein reduction of styles has been carried out in a radical degree and in a great number of branches. The manufacturers of hardware, I am told, have been in the habit of advertising *styles*; consequently the change is hailed as an advantage to manufacturer and distributor, without affecting the future of the advertising medium.

The situation in which concerns that supply the railroads now find themselves has been cited in connection with style simplification. But that is an entirely different proposition. There has been a marked standardization of equipment and equipment accessories, and this has hurt manufacturers whose products are no longer used. But since the railroads are under unified control, those manufacturers who have supplied them have now to deal with only one customer, instead of many. There is no analogy between that situation and the simplification of styles in other lines.

There is this also to be noted in connection with advertising possibilities as effected by style simplification. As you are all well aware, advertising is effectively done for one of two purposes. One of these is to create prestige—build new reputation or maintain good will. The other kind aims directly at the making of sales.

GREATER ADVERTISING SHOULD FOLLOW STYLE LIMITATION

Now in the matter of prestige-building I will speak of the women's garment field in this connection because it is the most salient example of the influence of style. In that field there are some manu-

To our "MFR" friends:



ONCE upon a time most things were "—factured," literally by "manu,"—that is to say, "made by hand."

Nowadays only a few things are "manufactured"—according to the strict interpretation of the term.

Robert Burns enjoys the distinction of belonging to this small and select coterie of "manufactured" articles. A regular charter member, so to speak!

Yes, friends, the Robert Burns cigar is still hand-made by skilled cigar craftsmen, some of whom have been with us for years.

They make fine Havana leaf into the filler which gives to your Robert Burns Cigar its delightful aroma.

They bind that Havana filler, in turn, with leaf from Wisconsin—which holds the record for top-notch binder leaf—and admits it!

Then the gauze-thin wrapper leaf from the Island of Sumatra.

Robert Burns is, therefore, a compound of Havana, Wisconsin and Sumatra.

But Robert Burns is something more! His trim, athletic build—friendly, even (burning) temperament, and all-round sociability point to a kind of "manufacture" for which no machine-made substitute has yet been found.

GENERAL CIGAR CO. INC. NEW YORK

HAVE YOU TRIED ONE *LATELY*?

The Circulation of Many Mediums in One

THERE'S A MEDIUM that will
reach New York City's doctors—

ANOTHER THAT WILL reach
its engineers—

ANOTHER THAT WILL reach
its manufacturers—

A MEDIUM FOR ALMOST every
group in the Greater City.

But there's one medium that will reach
them *all*—all doctors, all engineers, all
manufacturers,—all who make use of
“our most democratic institution”,
the telephone—

The New York City Telephone Directory

*“The Two and One-half Million
Chances a Day Medium”*

ASK FOR PARTICULARS TODAY

NEW YORK TELEPHONE CO
Directory Advertising Department
15 DEY STREET :: NEW YORK
Telephone ~CORTLANDT~ 12 000

facturers who depend on the production of extreme novelties as the basis of successful selling to such an extent that they regard advertising as not essential to the success of their business. Such concerns, if compelled to depend for sales volume on methods of production more nearly approximating those pursued by the average garment-manufacturing house, will have to adopt, it would seem, every other possible means for competing with those concerns, and such means would be apt to include advertising.

As regards the bulk, or general run, of garment manufacturers, we might well count on the greater stability of their product from a selling standpoint as a factor favorable to the increased use of trade-paper space. Here, again, we have increase in competition among producers in their effort to reach and influence possible buyers. In other words, the producers, being placed more on a level as to the novelty—or rather lack of novelty—features of their product, would need to keep themselves before the trade by means of the printed word.

More important still would be the influence of the greater stability and more ready salableness imparted to their product by the absence of radical, bizarre or otherwise extremely original styles. Amid normal conditions there are brought out and put on the market styles which though intelligently advertised fail, because of their originality, to readily find purchasers. For this failure to sell blame is apt to be laid on the ad, or on the advertising medium. The better results which are apt to follow the advertising of less novel but more generally acceptable goods might well be expected to impress the manufacturer with the value of advertising, and thus encourage him to devote more of his funds to that means of selling.

If this is true of lines of merchandise in which more than in any others style is the great factor in the creation of desirability—and it is accepted as an accu-

rate view by the head of the *Economist's* women's-wear department—the question arises: To what extent does it apply to lines wherein the style factor is of less importance?

The answer to this, I hope, will be brought out in the discussion which is to follow. It does seem to me, however, from all I can learn, that the simplification of styles will *not* exert an adverse influence on advertising in business papers. Rather will it intensify competition among manufacturers, by lessening the effect of originality on their part in the designing of their product and causing them to advance their claims for support and business on the basis of ability to make prompt shipment, consistent care of the customer's interests, established reputation for fair treatment of those who deal with them, or some other more or less effective ground.

The question naturally arises: Will the simplification of styles be a permanent development of the war? Or will manufacturers and distributors drift back into the method to which they have until recently been accustomed?

That the multiplication of styles is a cause of waste in operation of plant, in labor and in material; that it entails burdens on the distributor in the shape of heavy stocks, and that it tends to extravagance on the part of the consumer is now being emphasized by the War Industries Board and by the Chamber of Commerce of the United States. As to the truth of this claim no valid opposition can be entered.

The simplification of styles, however, leaves out of consideration that most effective influence—human nature. It overlooks what might be described as "competition on the part of consumers"—the desire to stand forth among one's acquaintances by being the first to possess the new thing; the desire to be "different," as well as the satisfaction we all enjoy in novelty for its own sake.

More than this: style changes are essential to business. At this

moment the entire garment industry—producers of women's clothes being meant, of course—is in a state of depression. This is attributed in a large degree to the inability of American designers to produce new and effective styles. The American garment manufacturer thought he could get along without Paris. But now that new Paris models are difficult to obtain these manufacturers find that they themselves have not the necessary originality; they are not arousing new interest in clothes among American women, and their business languishes, in consequence. True, the lack of new styles is not the only cause of quietude. It is cited, however, as one of the principal causes.

As far as women's wear is concerned, we of the *Economist* look for a great style development on the conclusion of the war. True, there will be a changed Europe. True, economy will be enforced by high taxation in France, in England and elsewhere. But once the lid is off those who can afford it may be expected to go the limit. The Paris houses, which have done wonders merely in maintaining operation during the war, with the enemy for many months only a cannon's throw from their doors, may well be expected to outdo themselves in the production of new and beautiful "creations." And in every other line in which style really plays a part may we not expect a wonderful awakening, after the sleep induced by the spell of war and now lasting four years and more?

Detroit Coordinates All Patriotic Advertising

PATRIOTIC advertising in Detroit has become a definite, consecutive and continuous campaign for 365 days in the year. Daily in the four newspapers a quarter-page of space will be used furthering some war effort.

This action has been taken by the War Advertising Board as a method not only of controlling all

patriotic advertising but to provide for the public a definite announcement to which it can look for the pressing needs of the nation each day. In the first advertisement all citizens were asked to watch for those succeeding and to make of themselves a medium for further circulation of the patriotic news offered, both by telling others of the announcement for the day and by asking their friends and acquaintances to read the daily "bulletin."

The entire programme, calling for an expenditure of more than \$100,000 in a year, will be financed by the Detroit Patriotic Fund, which takes this action to prevent the soliciting of their contributors for newspaper space to be devoted to patriotic advertising. Estimates place the amount of such contributions in the past year at \$200,000.

Tank corps and motor transport recruiting were dealt with in the first advertisements. At present an educational campaign on the fight against Spanish influenza is being conducted.

Succeeding advertisements will urge the public not to sell their Liberty Bonds, and announce the market exchange value of them as a step in putting a crimp in the bond scalpers who are offering as low as \$90 on a \$100 bond to the working men.

Announcements of payment dates on Liberty bonds and on the Detroit Patriotic Fund will come at the proper time. United States employment advertisements will be used; Government war pictures will be announced; recruiting of all kinds stimulated; Red Cross projects will be furthered. Copies of the daily advertisements will be posted on the bulletin boards of all factories.

All recruiting, K. of C., Y. M. C. A., United States Employment and Red Cross drives will come under the direction of the War Advertising Board, leaving only the major Liberty Loan and Patriotic Fund to be handled by their independent organizations in the course of the year. This advertising will be co-ordinated with the daily series.

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YOUR PROBLEM SOLVED

Your Product +
THE JOURNAL =
Distribution,
Profits



THE problem of marketing your goods in Milwaukee, Wisconsin, is solved the moment you select the JOURNAL. Dominant in circulation and prestige, the JOURNAL puts your product before 125,000 family groups on the basis of a trusted friend's recommendation.

You cannot begin to cash in on your sales opportunity in marvelous Milwaukee without

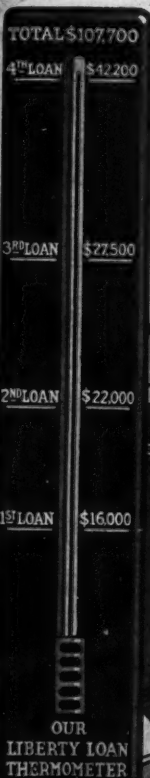
THE JOURNAL

Sways *Dominates*
MILWAUKEE, WISCONSIN

Foreign Representative:
O'MARA & ORMSBEE, Inc.
New York and Chicago

H. J. GRANT,
Business and Advertising Manager

STERLING AT THE TOP



ONE FOURTH THE TOTAL OF NEW YORK
PHOTO-ENGRAVERS W.S.S. SUBSCRIPTION

THE STERLING ENGRAVING CO.
200 WILLIAM ST. 10TH AVE & 34TH ST.
NEW YORK CITY

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German Banking System Backs Up German Business Competition

II—In Foreign Lands Its Hand Was on the Throat of Domestic Commerce and Industry

By J. T. M.

GERMANY'S banks in foreign countries are the vanguard of her "economic war" forces setting out for commercial dominion of the world. Starting on her industrial career without the accumulated capital of countries like England and France, without the natural resources of the United States, Germany, by unusual methods, came to be a financial power of the very first magnitude.

London was the financial capital of the world, and then New York gradually drew up. Wall Street was pitted against what the American correspondent chose to call Lombard Street or which in British financial circles is technically called "The City." Statistics used to be quoted to show that Wall Street was forging ahead, and that we were about to have the supreme satisfaction of having the world's financial capital in our midst.

Not a word meanwhile about Berlin. Berlin craved no notoriety of that sort, but it was Berlin that was doing the chief forging ahead. Germany in all that period was milking for her own purposes The City, Wall Street, the Paris Bourse, the accumulated capital of Italy, Spain, Holland and Belgium, the capital of Russia borrowed from France, the money resources of South America deriving from the United States and other countries.

Germany, we have been told for the past few years, has been doing no foreign business; she has lost her foreign trade, her shipping; she has piled up war debts that will inevitably leave her bankrupt; she will be set back fifty years as a result of the war. Such has been the average forecast. But talk of this kind, while

it may give some empty satisfaction, can do no good. Actually it is worse than useless, for it is founded on ignorance of the strength of Germany's financial structure both at home and abroad. It would be of far greater benefit to the people of this country, and to the peoples of the other countries fighting for freedom, to tell them frankly that there is a real danger of Germany being better off financially after the war than any of her present adversaries, unless they all grasp the deadliness of the "economic war," the *Wirtschaftskrieg*, which Germany for years, and in the most crafty manner, has been waging against them, and unless they undertake some radical counter measures.

WORLDWIDE SUPREMACY ALWAYS
THE AIM

"The German bank abroad is the means of introducing the German element into every foreign field of enterprise. It is the wedge that opens the way to economic penetration of the world's markets." This is an axiom of the German business universities. Another is to this effect: "To make a foreign nation your debtor is to put it in the obligation of paying to you tribute—political, financial, commercial. It is to make it ultimately your vassal state." Germany has made many nations her debtors, her economic vassals. It is time that the fact were known to all our people, so that its full importance may be realized.

With thoroughness and with military precision the Germans went about the task of using their banks abroad as the opening wedge for German supremacy. The citizens of other countries

have, of course, established banks abroad, and no one could deny to the Germans an equal right to do so. But it happens that there is the widest kind of a difference between the banks set up by the Germans and those established by the other peoples in foreign lands. In the case of the latter the banks are private in every sense of the word. In the case of the Germans the banks are practically and in effect banks of the German State. It is the German Imperial Government that is arriving in your midst every time that a German bank is established in your country. This difference is of vital importance. It must be kept steadily in mind if the peoples now fighting to preserve the independence of the world are to be aroused to the urgency of shaking off the German economic yoke.

The German banks abroad are founded by the German *Grossbanken*, the "great banks," the six big groups into which the German "credit" or business banks have been concentrated, as described in the October 17th issue of *PRINTERS' INK*, the groups known as the Deutsche Bank, Disconto Gesellschaft, Berliner Handelsgesellschaft, Dresdner Bank, Schaffhausen'scher Bankverein and the Darmstädter Bank. These great banks are united under government control, and their chief directors are men chosen by the Government. They are State banks, even by the admission of German official spokesmen, like Dr. Helfferich and Jacob Riesser, Germany's chief authority on banking. The latter dilates complacently on the advantages that derive to Germany from the fact that the great banks of the Empire are directed by the State. "State direction," he says, "makes of the banks a united force for furthering the national interest at home and abroad, for elaborating an industrial policy, for establishing colonies and developing foreign trade, for creating or acquiring means of transportation and communications—railroads, shipping canals, cables, radio sta-

tions—for controlling the press and public opinion, for upholding national credit, for obviating crises and preventing panics."

And so, when a German bank is established abroad, it is the German State that is penetrating into the foreign country to control the press and public opinion, to further Germany's national and industrial policy, to establish colonies, transportation, communications. Nowadays the German banks abroad do not hoist the German ensign. In fact they are not always easy to recognize. Some ten years ago the Germans began to adopt the policy of camouflaging to some extent their banks abroad, dropping any appellation that would indicate their alliance with the German State, using domestic names, often patriotic titles. This was particularly the case in France, England and the United States.

The Deutsche Bank some twenty-eight years ago organized in the United States the German-American Trust Company and located here a branch of the Deutsche Ueberseeische Bank, the German Overseas Bank. The parent German bank became a weighty factor in speculation in American railway shares, and particularly in those of the Northern Pacific Company, but in the course of time it changed its method of doing business, at least outwardly. The trust company's name was changed to the German Trust Company, and it was announced that it would thereafter devote itself chiefly "to studying the condition and accounts of American corporations and to undertaking trustee operations"—a rather odd line of activity for a foreign bank in America. The Deutsche Bank, the Disconto and the other German great banks now began to operate in the United States largely through private banks and in the name of the latter.

As far back as 1872 the Deutsche Bank had entered into *Kommandite*, or "silent partnership," with a New York house of German origin, and this meth-

Birmingham Bank Clearings

for

September, 1918	\$28,133,479.38
September, 1917	13,786,340.43
Gain	\$14,347,138.95
Percentage of gain 112.	

The prosperity of Birmingham and of Alabama are reflected in the per cent gain in bank clearings of the Birmingham banks. No better barometer of business conditions may be had than this. Every line of business activity is thrown into this melting pot of business activity.

No manufacturer can afford to overlook cultivating the business of a community which shows such overwhelming evidences of prosperity.

Statement of Circulation of

The Birmingham Ledger

to

U. S. Postmaster General

For six months, April 1, 1918, to Oct. 1, 1918 . . .	40,617
For six months, April 1, 1917, to Oct. 1, 1917 . . .	32,354
Gain	8,263
Percentage of gain, 25½.	

A 25½ per cent of gain in circulation during twelve months indicates **THE LEDGER** is keeping step with the growth and prosperity of Birmingham. To reach the prosperous people of this city and section, **THE LEDGER** stands out as the one medium which is essential.

Quality and Quantity of circulation is represented in the subscription price of **THE LEDGER**.

By carrier 15c per week—3c per copy. By mail \$6.00 per year—six day, evening.

Birmingham and trade radius, with 750,000 population are thoroughly covered by **THE LEDGER**.

"In Birmingham nearly everybody reads **THE LEDGER**."

More than 22,000 city, more than 33,000 city and suburban, more than 40,000 subscribers, many of whom read no other Birmingham newspaper.



BUILT, OWNED AND OCCUPIED
EXCLUSIVELY BY
THE BIRMINGHAM LEDGER

THE BIRMINGHAM LEDGER CO.
BIRMINGHAM, ALABAMA
James J. Smith, Publisher

THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg.,
St. Louis

Member Audit Bureau of Circulations

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET · CHICAGO

Just one service, the
best we can possibly
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od was pursued on an ever-increasing scale in the past couple of decades, by the big German groups. Disguised under the name of a private bank, they directed the huge German industrial and commercial army of invasion in the United States, creating for Germany commercial assets which the Alien Property Custodian declares are represented by billions of dollars.

In the autumn of 1911, when war seemed imminent as a result of the Moroccan wrangle, Germany established a gold fund in the United States. The circumstances of its establishment are worth recalling.

The Prussian treasury authorized an issue of 80,000,000 marks (nominally \$20,000,000) of bonds. These bonds bore no interest. They were handled in a round-about way, but it is known that through the Berliner Handelsgesellschaft 65,000,000 marks of them were placed in America. At the same time the Government of Bavaria issued 6,000,000 marks of treasury bonds, which, through a Frankfort bank, were placed with a New York banking house having German connections.

Deliveries were strung out over a period of at least a year. This fact has been taken by some to show that the transaction was not an ordinary purchase of gold for importation by Germany, but represented the placing of a gold fund here for special purposes. Was it the fund out of which more than \$1,300,000 was drawn for the purchase of a New York newspaper, as well as the \$2,000,000 which was to acquire a Paris newspaper, through the services of Bolo Pasha?

Any American who did business of considerable magnitude with the German banking concerns here was soon initiated into the German method of commercial banking. He had to lay open to the concern all details regarding his business, his clientele, his manufacturing processes, as well as all information concerning his particular branch of industry or trade throughout the United

States; he had to admit the agents and accountants of the German banking concern to his factory, his place of business, his books; he had to agree to use the accommodation received solely in the way indicated to him—in other words, for the benefit of German industry and commerce. Then he received, not cash, but the banking concern's note, at a high rate of interest, and usually with a commission charge tacked on, and this note he discounted at an American house. Often he had to accept German counsel or direction in the conduct of his business, or to take Germans into his employ. German banking in America was not only an eminently profitable business as mere banking; it was also the means of enabling German industry and commerce to grow prodigiously, practically on credit, and almost solely by the use of American money.

The six big German banks also entered into deals and community-of-interest agreements for certain specific financial transactions or for a course of business with American banking firms known for generations to be purely American. A vast business was also done by them openly and directly with our national banks and trust companies. Many of the banks handling this business, as a tribute of courtesy, admitted a number of German clerks into their service. In this connection it has been remarked as noteworthy that the foreign exchange clerk, as well as the foreign correspondent, in almost every bank of importance in every large city and in every nook and corner of the globe was a German. The fact might be accepted as merely testifying to the high efficiency of the German as a bank clerk, were it not that investigation has revealed that devious ways had, in many cases, been adopted to get the German into the post and that in many other cases the clerk's relations with the institutions of the Fatherland were too close to put him above suspicion.

(To be continued)

Business Paper Editors to Study Industries of War Countries

Party of Fifteen Leaves for a Trip Abroad As Guests of the British Government Will Visit Commercial Centres of England and France—To Go to the Battle Front—Personnel of the Party

AT the invitation of the British Government, extended through the British Ministry of Information, fifteen editors and publishers of business papers sailed last week for the war countries as its guests. They were selected as representatives of the industries to which their several periodicals, some fifty in number, are devoted. Although all are members of the Associated Business Papers, Inc., they are not collectively a delegation from that body.

The purpose of the trip is to give the editors a chance to study the industrial structure abroad and especially with reference to the production of munitions and other war materials. They will also visit the plants of leading concerns engaged in the manufacture of steel, chemicals, shoes, textiles, electrical and railway equipment. By bringing the Americans in touch with her more important industries the British Government hopes to establish a better and more intimate relationship between the two countries which will be of benefit to both when peace comes. The editors will have an opportunity to acquaint themselves with the chemical and mechanical processes that have been introduced to hasten production and increase efficiency. On the other hand Great Britain is arranging to have her own manufacturers profit by the information concerning industrial methods and processes employed in the United States which the visiting editors will present to the various business and other organizations which they will have the chance to address during their tour.

Among other English cities they

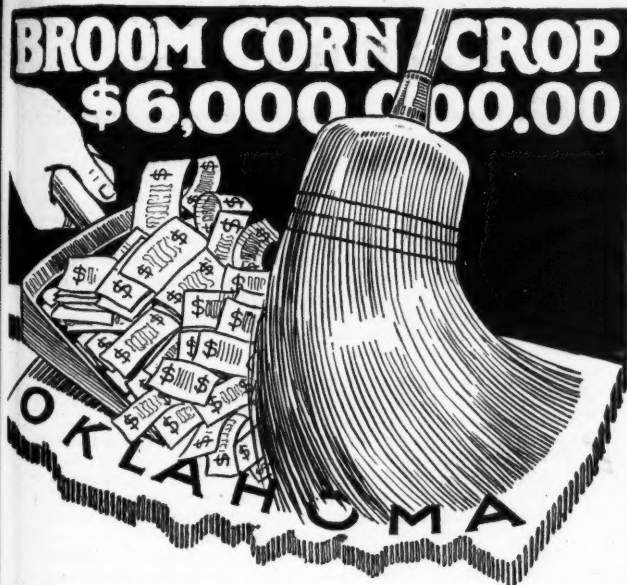
will visit will be Leeds, the centre of the clothing and tanning industries. Here they will meet Prof. Michael Sadler, of Leeds University, who invented a process for tanning sole leather in a week, instead of the six months required under the old oak tanning process. Had Prof. Sadler not come to the Government's aid when it found that it could not turn out leather for the soldiers' shoes fast enough to meet the needs of the British, French and Italian armies, many of the troops in the field would have been compelled to go barefooted. At Sheffield the editors will have a chance to talk with Prof. H. L. Fisher, now Minister of Education, who evolved plans for the reorganization of factories under which production was enormously increased and costs reduced.

Before returning home the editors will visit the battle front and spend some time in the industrial centres of France.

The members of the party are as follows:

Arthur J. Baldwin, vice-president McGraw-Hill Co., Inc., New York; Samuel O. Dunn, *Railway Age*, New York; Roger W. Allen, *Nugent's*, New York; H. Cole Estap, editorial director Penton Publications, Cleveland; Floyd W. Parsons, *Coal Age*, New York; David Beecroft, editorial director Class Journal Publishing Co., New York; Edward L. Darville, *Hardware Age*, New York; H. E. Taylor, Class Journal Publishing Co., New York; Howard C. Parmelee, *Metallurgical & Chemical Engineering*, New York; H. L. Aldrich, *Marine Engineering*, New York; Charles Allen Clark, *American Paint and Oil Dealer*, St. Louis; W. W. Macon, *Iron Age*, New York; H. G. Lord, *Textile World Journal*, New York; Frederick F. Cutler, Cutler Publications, Boston; and H. M. Swetland, United Publishers Corporation, New York.

C. W. Winkler has retired as vice-president of H. Walton Heegstra, Inc., Chicago, and has become vice-president of the Charles H. Touzalin Agency of the same city.



The Broom Corn crop of Oklahoma this year has swept into the pockets of Oklahoma farmers the sum of Six Million Dollars.

Not every one knows that brooms grow in a corn field and that Oklahoma produces one-third of the broom corn in the United States.

Compared with staple crops such as wheat and cotton, this is a mere drop in the bucket, but is a striking illustration of the diversity of the crops of the state.

Broom corn is bringing an average of \$350 per ton today, while formerly \$100 per ton was considered a fair price.

These prosperous, progressive and energetic farmers to the number of more than 140,000, read the **Oklahoma Farmer-Stockman** and pay for it in advance.

Your message to them in the **Oklahoma Farmer-Stockman** means that it reaches them in a medium that not only dominates the territory, but has the full confidence of its readers.

The Oklahoma Farmer-Stockman

Oklahoma City, Oklahoma

E. T. Bell, Advertising Manager

Rate: 60c. per Line Flat

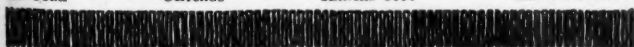
E. Katz Special Advertising Agency, Representatives

NEW YORK

CHICAGO

KANSAS CITY

SAN FRANCISCO



How We Help Build Business

IT is our pride that we have been privileged to co-operate in the development of some of the largest and most influential enterprises in the Empire. For instance:

- 1.—Fifteen years ago a large Colonial concern wished to get their proposition into the British Market. It hung fire. In 1912 we undertook their advertising. During the next few years the demand for this article grew to an enormous extent. Now it has the largest sale of any commodity of a like nature in the British Isles and also is used extensively throughout most Hospitals and Municipal and Governmental Departments.
- 2.—By a bold venture a certain Irish firm broke into the British Market ten years ago. They then rested on their laurels, with the natural result that their trade dwindled and practically died out. It was for us to rehabilitate them—a more difficult matter even than to introduce. In this, also, we were extraordinarily successful. In 1913-14 their sales topped all previous records, and they have now such a demand that it is a common occurrence for them to have awaiting execution orders which, even in the best of times before the War, would have represented a whole year's output. The names of their proprietary lines are household words.

These are but two examples of the result achieved by co-operation between Production and Distribution (i.e. Advertising and Selling). We could enumerate many more from our own *clientèle*. The fact that we have no period contract with any client—preferring to hold the account by sheer merit—is a proof of the excellence of the *service* we render.

We have now so extended the scope of our Organisation as to be able to offer the Saward-Baker Service to three or four large American Manufacturers, preferably of articles of family utility unproduceable in England. To any such we shall be glad to give details of our Sales and Advertising Service.

Please state particulars of your proposition, and address in confidence Mr. H. G. Saward.

Saward, Baker & Company

ADVERTISING SERVICE
PRINTING & SALES AGENCY

Head Office:

27 Chancery Lane, London, W.C. 2

Telegrams: "Sabazia, Holb. London."

ENGLAND

Exit Tin-Foil as a Packaging Medium

Necessity for Conserving Tin Plate to Banish Tin-Foil Containers for Balance of the War—Tin Tubes to Go for the Present, Also, If War Industries Board Has Its Way

IF the business men who are planning for tin conservation on behalf of the War Industries Board have their way, tin-foil may be expected virtually to disappear as a packaging medium after present stocks are exhausted. In its exit the conservationists at Washington would have it follow closely on the tin tube, which is likewise marked for elimination for the duration of the war. There is reason to believe, however, that in actual practice it will be possible to dispense more completely with tin-foil than with tin tubes.

Officials of the War Industries Board have come out of their various recent conferences with business men on packaging problems unshaken in their conviction that tin-foil is used in packaging largely for the sake of appearances. It is understood that few if any of the manufacturers who have been called in consultation have held that the use of tin-foil is essential to preserve the flavor of their products or contributes materially to the keeping qualities of the article on which it is used. In cases where such consideration enters in, there has almost invariably been admission that the same purpose would be served by the use of waxed paper. As between the two, the War Industries Board would prefer the use of paper because the need for tin is more acute and even the relatively small amount involved in tin-foil is a welcome saving.

The tobacco industry is the first one formally summoned to discontinue, on a date not yet fixed, the use of tin-foil (and incidentally tin containers) in pack-

ing and marketing its product. The War Industries Board is authority for the statement that in 1917 the tobacco industry used metal containers and tin-foil for their products in the manufacture of which there was consumed 4 per cent of the total tin-plate production of the United States as represented, for instance, in 1,481,187 base boxes containing 74,059 tons of steel and 1,333 tons of pig tin. Tin-foil, it is explained, contains in excess of 4 per cent of pig tin and the need for the conservation of this material is attested by the elaborate arrangements which have been made by the salvage section of the American Red Cross for the recovery of all tin-foil that may be collected from ultimate consumers.

With tin-foil and likewise with tin tubes, the use of which is being discouraged, problems have arisen in connection with the use of tin-laden wrappings on sample packages. Manufacturers who concede that they may be able to substitute fiber containers for the full-size portions of their goods are skeptical that any alternative can be found for the tube for the trial or sample package. Makers of tooth paste, shaving cream, etc., have extensively advertised their offers of free samples and they have represented to Washington that to fail to keep these promises will appear as a breach of faith and will impair their advertising prestige. One advertiser who reports that he has 10,000 tin tubes on hand, ready for sampling use, was told that he could, of course, proceed with the use of the material. However, there does not appear to be any disposition to waive the restriction as regards the use of tin-foil and tin-tubes where sample packages have not been made up nor the material purchased.

Hanford a Y. M. C. A. War Secretary

S. H. Hanford, treasurer of the Lyndon & Hanford Company, Rochester, N. Y., has gone to France as a Y.M.C.A. secretary.

Use Advertising "Now" to Help You "Then"

"Advertising To-day Must Inform and Educate As It Has Never Done Before"

By H. E. Cleland

Of the McGraw-Hill Company, Inc., New York

CONSIDER the Psalms. Consider the Psalms; for our text to-day is to be found in the eighty-eighth chapter and the twelfth verse thereof.

"Shall thy wonders be known in the dark? and thy righteousness in the land of forgetfulness?"

The land of business forgetfulness is populated with the ghosts of gone successes. "Sunny Jim" is there. St. Jacob is his mournful companion. Phoebe Snow is on her way. The Vice-Presidents of the United States become inhabitants the day after election. And there are scores of others whose names I cannot tell you because, like the rest of the world, I, too, have forgotten.

The land of forgetfulness is a great quicksand, veneered with verdant green, lined with alluring paths and billboarded with siren signs. One of these reads, "Success is yours—come hither and rest a while." Another says, "The demand exceeds the supply—you should worry." Still another reads, "You're oversold now; why continue your selling efforts?" and perhaps the most tempting of them all, most tempting because it touches man's vulnerable and venerable vanity, says simply, "The people can never forget you!"

There's a world of blandishment in that, and men fall for it as easily as they fall for the witchery of women—and with the same well-known dull thud.

The shortest thing in the world, in proportion to its importance, is the memory of man. The memory of man is custodian of the greatest asset any business possesses—its good will. The most

disastrous thing that can happen to any business is to be forgotten.

War, which has waked us up, is also responsible for putting many of us asleep to the recognition of some important principles and fundamentals which vitally affect the well-being of American business.

We have learned, after much travail, the importance of preparedness for war; now we must learn of the importance of preparedness for peace.

While we are helping to make the world safe for democracy, we must learn to make American business safe for the aftermath.

War has completely upset old fashions; the jab of it has spurred us to new thought and action; the power and force of it have keened our senses to new business ideas, and our business now is War.

But the permanent business of the world is *not* war, and we must not permit the noise of it to dull our senses to the altered conditions which will prevail when war ends and business returns to its own. We are in a fair way of being shell-shocked in our normal business judgment.

We shall return to pre-war conditions. No longer shall we manufacture huge quantities of munitions; no longer will ordnance plants work day and night; no longer will there be an enormous army to house and clothe and feed and transport; no longer will the Government, directly or indirectly, be our one and almost only customer.

And then, when we've drawn a long breath and heaved a sigh of relief, we'll look around to see who our customers are to be from that day on.

And we'll find that our best

Address October 21, before the Associated Business Papers Convention, New York.

OMAHA

City population approximately 220,000

City and Suburban (40 miles) about 400,000

The World-Herald covers Omaha and its territory more completely than any other paper, having the largest city and the largest suburban circulation, daily and Sunday. Omaha evening papers went to 2c on May 20th, 1918, and from 10c a week to 15c. Quite a change resulted. The World-Herald led them. The lead has increased very materially.

This is the result as far as the World-Herald goes—

	Paid Circulation			
	DAILY		SUNDAY	
	Six Months' Average	End'g	Six Months' Average	End'g
	March 31, '18	Sept. 30, '18	March 31, '18	Sept. 30, '18
City	37,215	34,728	29,120	28,098
Suburban ..	11,651	12,468	9,341	9,902
Country ...	30,488	32,616	23,850	26,440
Total....	79,354	79,812	62,311	64,440

Each and every month the World-Herald publishes more clean paid advertising than any other Omaha paper, leading on the average by 34%.

The World-Herald maintains a co-operative service department, capably managed, for the benefit of national advertisers.

The World-Herald accepts no medical, oil stock, or questionable financial advertising.

O'Mara & Ormsbee, Inc., Representatives
 New York City - - - Chicago

FARMER and BREEDER

Sioux City, Iowa

Has made a gain of 19% in the volume of advertising carried the first 9 months of 1918, compared with the same 9 months of 1917. This is the greatest percentage gain made by any Northwest farm paper.

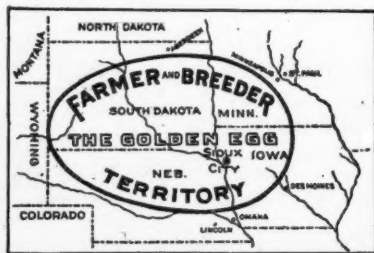
Farmer and Breeder is the only Northwest farm paper that made a gain in its commercial advertising volume for the month of September, 1918, over September, 1917, all other Northwest farm papers showed losses.

The above statements are based on Washington Press Reports.

You can't economically or successfully cover the best part of the Northwest unless you use the 80,000 concentrated circulation of Farmer and Breeder. An analysis of this circulation shows: 10% is in the first zone, 53.3% is in the second zone; and 26.7% is in the third zone, or a total of 90% in the first three zones. Buy concentrated, local circulation. It's cheaper.

Advertising rate 45 cents per agate line.

Write for a sample copy of Farmer and Breeder—the paper speaks for itself.



Kansas City Office: G. F. Dillon, Republic Bldg.
St. Louis Office: R. M. Saylor, Chemical Bldg.

Chicago Office:
G. Logan Payne Co.,
Marquette Bldg.
New York Office:
G. Logan Payne Co.,
Fifth Avenue Bldg.
Boston Office:
G. Logan Payne Co.,
Publicity Bldg.
Detroit Office:
G. Logan Payne Co.,
Kresge Bldg.
Minneapolis Office:
R. R. Ring,
Palace Bldg.

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"prospects" do not wear spurs or oak-leaves or titles—they are just plain Jones & Co., The Mining Machinery Corporation, the General Steam Company, Eastern Instrument Company, James Smith & Co.—all the same plain folk that we cultivated and catered to in the days when Washington was only a geographical expression.

I do not overdraw the picture when I say that those of us who have kept an abysmal silence, or even lowered our voices, about our product and ourselves will wonder why Henry Brown and John Jones have seemingly forgotten us; will wonder why we must begin all over the long and expensive process of educating our public to the merits of our product.

For these many years American business has used the power of advertising to educate the American public to the merit and utility and need for American products.

Now we hear on many sides talk of curtailment of advertising because American business has nothing to sell. Indeed, from *individuals* in Washington, *acting as such* and without authority in fact, have come suggestions to certain manufacturers that advertising is an unnecessary expense.

And certain manufacturers have swallowed the thought whole because it looked like an opportunity to save money.

Nothing could be further from the truth, and such suggestions and actions are sired by ignorance of what the purpose of advertising is fundamentally. In brief, they don't know. Sadder than that, they don't know that they don't know.

WHAT ADVERTISING IS NOT, AND WHAT IT IS

They think that the sole purpose of advertising is to sell goods.

They think that, having no goods to sell, it logically follows that advertising is unnecessary.

Starting off in the wrong direction on their narrow-gauge, single-track idea, they naturally

land at that particular terminal.

Now, the fundamental purpose of advertising is not to sell goods but to create *good will* for the business it advertises. *I have yet to hear of one concern which was "oversold" on that particular commodity!*

Given a concern which has thoroughly established its good will in the minds of its particular public, and which is continually striving to increase that good will, and given my choice, I will take the good will and you may have buildings, machinery, land, stock in hand and cash in the bank.

Not long ago I heard a man high in the counsel of the Procter & Gamble Company say that if the insurance policies of that concern lapsed at noon and at night every plant were destroyed and every vestige of tangible assets were wiped out there would still remain the greatest asset of all, consisting of just two words. "And," said he, "within one month those two words, Ivory Soap, could be capitalized for fifty million dollars."

A second purpose of advertising is to stabilize a business. The concern that goes to the wall at the first breath of hard times is the unknown or only locally known one. The one that weathers the storm is the one which enjoys a national or international reputation and draws from all sources for its business. Business is seldom equally bad in every quarter at the same time.

Another purpose of advertising is to keep distributors in line. Quit advertising and your agent or dealer or salesman will drift away from you.

The demands of war—to which you respond not only dutifully but eagerly—require that you divert your business from its regular channels. But they do not require that you give up your contact with your trade nor that you turn snob and cut your old friends dead. If you discontinue these business relations, how in the name of all that is logical can you expect your distributors to continue them?

Again, the vital breath of commercial success is individuality. The manufacturer who is content to submerge himself in his background, who is willing to remain the same dun color as the mass, gets the mass reward—the opportunity to earn a bare living and not much else. Advertising develops individuality in a business and keeps that business keyed up to a full sense of its own responsibilities. This is true in times of peace and doubly true in times of war, when in the rush and turmoil of things it is hard to keep a grip on equilibrium.

If, then, all these things be true—and I challenge anyone to disprove them—advertising in times of war instead of and far from being an expense or an economic waste, is an *opportunity* for every business, an *insurance* against the day of reconstruction.

It would be a calamity indeed if the power of advertising were denied the business men of America for *any* extended period. And for any of them to deprive themselves of its force—well, that is compound asininity.

However, it must be borne in mind that the business of this country now is the winning of the war. We must first of all put the fetid Hen where he can stink no more. Nothing is worth while—whether it be advertising or whatnot—that does not contribute toward this end.

The question then becomes one of knowing how to use the power of advertising to help the business of war while at the same time insuring maintenance and promotion of the good will of the advertiser.

And the answer to the question lies in the always important matter of copy.

Copy which merely aims to sell is puerile. Copy which is designed to develop needless buying is unpatriotic.

Copy which teaches conservation of materials, which preaches the gospel of thrift, which shows definitely how to make the advertiser's product go farther and do better work—this kind of copy

helps the country and rivets the confidence of the people.

As a definite example, take a machine tool. These tools are scattered broadcast over the country. They are doing work in munitions factories, in ordnance plants and in the factories of hundreds of manufacturers whose energies are bent toward turning out essential products.

It is not only the duty but the privilege and opportunity of the maker of that machine tool to show in his advertising how the users of it may do more and better and faster work. Isn't that helping to win?

As another example, a rock drill manufacturer. His office is a focusing point for all the new ideas and kinks that hundreds of users are continually discovering in their efforts to speed the production of ore. Are these new discoveries to be buried in the archives of the concern until war is over merely because its capacity is "oversold"? Is it patriotic, or even decent? Not on your life! The man with vision spreads that information as quickly as possible to every other user of his drills because in doing so he helps them all. And, helping them, he helps himself.

Advertising to-day must inform and educate as it has never done before. It must keep the user *posted*—or strangle on its own words.

After the war we cannot afford in this country to have concerns *laboring* to readjust themselves to normal conditions. We need successful, going concerns ready almost overnight to swing from war work to regular channels of trade. And those channels must be open to them, must be ready and waiting.

After-the-war conditions depend on during-the-war plans.

If the ready and available and powerful force of advertising can be used *now* to help *then*, any talk about its curtailment now is just so much porous language.

Only those men who never forget the future will never be forgotten.

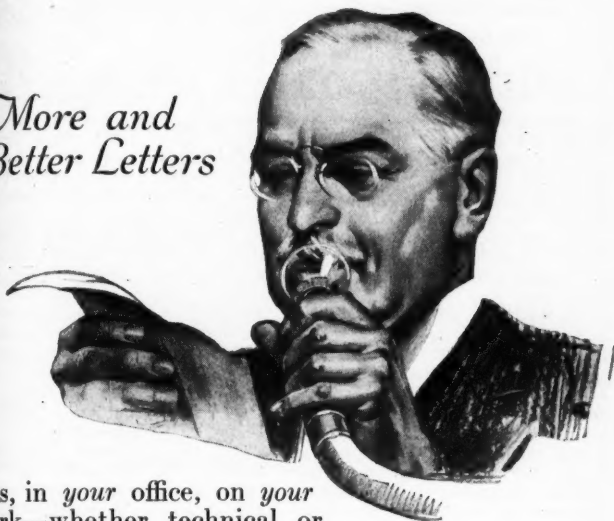
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More and Better Letters



Yes, in *your* office, on *your* work—whether technical or otherwise—The Dictaphone can produce 50% to 100% more letters per day. Better Letters, too, at one-third less cost.

You can use The Dictaphone any time, day or night, and it's very simple to use.

Phone nearest branch office or write us for demonstration. Also ask for valuable, free book, "The Man at the Desk."



*"The Shortest Route
to the Mail Chute"*

THE DICTAPHONE

Registered in the U. S. and Foreign Countries

Dept. 134-J.A., Woolworth Building, New York

Branches Everywhere

Write for booklet, "The Man at the Desk"

There is but one Dictaphone, trademarked "The Dictaphone," made and merchandised by the Columbia Graphophone Company



"Buy War Savings Stamps"

Demobilization— Industrial and Military

(Continued from page 6)

needing reclamation is well over 150,000,000 acres.

The swamp lands in the Middle West and South have an area estimated between 70,000,000 and 80,000,000 acres, and of this total authoritative judges declare that 60,000,000 acres can be reclaimed and made profitable for agriculture.

As practically all of the cut-over and swamp lands are now privately owned, it will be necessary either to purchase the lands or to evolve plans for obtaining the interest and co-operation of the private owners in the Government's undertaking. Unless a new policy of the Government is worked out between the Federal Government, the individual States and the private owners, the prospect is that the greatest part of the waste lands, and particularly of the logged-off lands, will remain unsettled and uncultivated.

The drift toward farm proprietorship is a modern phenomenon observable in all civilized countries. The old method of using the land, under which those who worked it were only tenants on it, was wrong from every social and economic viewpoint. It was one of the potent motives for the exodus from the land to the city. Where the bait of land ownership can be held out, with other latter-day attractions, there cannot fail to be an accentuation in the already manifested eagerness of large numbers in the great centres of population to return to the land.

A plan of land development and land proprietorship whereby land is improved in large areas, subdivided into individual farms and then sold to actual bona fide farmers on a long-time payment basis, has been in force not only in the United States, under the Reclamation Act, but also in many other countries, for several years. It has proved a distinct success.

In Denmark, Ireland, New Zealand and the Australian Commonwealth it has completely changed the land situation. One of the salient features of this plan is that the new proprietors are aided in improving and cultivating the farms. In a word, there is organized community development. Its beneficial consequences have been proclaimed by the Canadian Commission which, reporting on the results thus achieved in New Zealand, declared that this system brings, in the way of direct advantages, better homes for the farmers, larger acreage under cultivation, more and better livestock, more abundant use of labor-saving machinery and a higher standard of living generally. A more elevated standard of civilization is thus being evolved.

With the plans now under way, we should know by the time the war ends not merely how much arid land can be irrigated, how much swamp land can be drained, how much cut-over land can be cleared, where grazing land is to be found and how many cattle it will support, but also the definite details regarding the location of areas on which it is practicable to start operations, the precise character of the land, the exact nature of the improvements needed and the cost in all particulars. It will be necessary to have specifications on the land needing irrigation and to have all the plans and blue-prints ready so that the soldiers may be shown how to go about building dams, cutting canals and installing the various kinds of sluices. The definite areas to be drained will be mapped out at an early date, with the details regarding the method of drainage to be carried out and the nature of the crops which then can be raised on the reclaimed land. It will be known also with accuracy what it will cost to pull or to blow out stumps and to put cut-over land in condition for farm homes. Specific areas of grazing lands will also be charted, with information on the livestock best adapted to them and on the practicability of supporting families on them.

Boston Circulations

U. S. Postoffice sworn statements of
Paid Circulations for All Boston Papers
For Three Six-Month Periods

POST			Globe		Herald	
6 mos. ending	Daily	Sunday	Daily	Sunday	Daily	Sunday
	(Morning)		(Morning and Ev'g)		(Morning)	
Oct. 1, '17 .	521,499	352,871	270,191	309,672	94,957	121,373
Apr. 1, '18 .	497,125	354,706	277,151	316,790	130,234	124,460
Oct. 1, '18 .	540,606	365,287	288,216	320,060	128,561	129,102

*Boston Herald Purchased Journal

American			Advertiser		Journal	
6 mos. ending	Daily	Sunday	Daily	Sunday	Daily	Sunday
	(Evening)		(Morning)		(Morning)	
Oct. 1, 1917 .	374,656	314,899	4,117	63,427	
Apr. 1, 1918 .	371,067	See	9,337	338,999	Combined	No
Oct. 1, 1918 .	358,515	Advertiser	9,667	327,572	with Sunday	Herald Edition

*Boston American Purch'd Advertiser

Record		Traveler		Transcript		Monitor	
6 mos. ending	Daily	Daily	Daily	Daily	Daily	Daily	Daily
	(Evening)	(Evening)	(Evening)	(Evening)	(Evening)	(Evening)	(Evening)
Oct. 1, 1917 .	48,163	121,534	30,068	91,319			
Apr. 1, 1918 .	50,650	122,588	30,408	93,497			
Oct. 1, 1918 .	45,477	139,622	28,088	123,080			

The above circulation figures are from the sworn official statements to the Postmaster of Boston, required by United States law. They are correct unless someone has committed perjury. It is suggested that advertisers keep this tabulation at hand, and refer to it when an over-enthusiastic advertising solicitor makes wild circulation claims.

Note the extraordinary predominance of The Boston Post. Its daily morning circulation is 114,182 copies IN EXCESS of the COMBINED circulation of the Boston Globe, Boston Herald and Boston Advertiser. Its Sunday circulation is 37,713 copies IN EXCESS of its nearest competitor.

KELLY-SMITH COMPANY

NEW YORK
220 Fifth Avenue

CHICAGO
Lytton Building

333 S. DEARBORN ST.
CHICAGO, ILL.

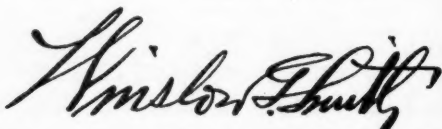
PHONE HARRISON 6857-58

WE DESIRE TO ANNOUNCE THE APPOINTMENT OF

WILLIAM CLARKE JEWELL

ADVERTISING DIRECTOR

WOMAN'S WEEKLY



PRESIDENT AND GENERAL MANAGER

NEW YORK OFFICE
303 FIFTH AVE.

PHOTO-CHROMOTYPE ENGRAVING CO.



An organization of Expert Artists and Engravers producing the highest quality of Halftone, Line and Color Engravings. Special Department for Brass and Steel Dies.

920 RACE STREET - PHILADELPHIA, PA.

A relatively trifling sum of money placed now in the hands of men of thought, experience and vision will thus guarantee the country against being submerged industrially or otherwise by labor which it might be unable to absorb, and will further provide a means for showing national respect for the soldiers who will return as heroes, but who may be without means of immediate self-support. The soldier will thus be able to continue serving his country—no longer destroying its enemies, but constructively developing its resources.

All the work to be done, apart from the planning, should as far as possible be done by the soldier himself. He should be allowed to make and build his own home, he should be cared for while he is doing it, and finally made owner of the part of the land which he can undertake to purchase, with a long period allowed to him for its payment. The United States, by lending its credit, can thus increase its own resources and its population and the happiness of its people, with a cost to itself of only some hundreds of thousands of dollars—the fund necessary to have the plans studied and prepared by competent men.

All the dealings with the new pioneer will be strictly business transactions. He will be paid for his reclamation work, which will be of incalculable value to the country, and of the farm loans made to him he will have to pay both interest and principal. In the whole matter he will be in the position of a free and self-respecting agent.

The work that these men will do will, if, as expected, they engage in it in large numbers, have the most far-reaching effect on practically every leading industry in the country. The iron mines will hear the call from them, and the coal mines, the forests and every kind of manufacturing. Steam shovels and dredges will be needed, light rails and locomotives, engines, drills, tools of all kinds, tractors, plows, wire, nails,



THE most gratifying feature of the pleasing but embarrassing position "PUNCH" is in to-day—**SOLD OUT FOR FIFTEEN MONTHS IN ADVANCE**—is that **Ninety-Five per cent.** of this record advance sale of advertising space was made to old advertisers who by years of experience of the great value of "PUNCH'S" advertising pages in selling high-class goods and service had proved for themselves that they were economically justified in continuing to invest in "PUNCH" space.

Is there any doubting high-class advertiser who in the light of such evidence can fail to be convinced that

"PUNCH" PAYS

Much space is already booked for 1920.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C. 4

The Man who put **BEVERA**



across 100% is ready to repeat for the manufacturer of another drink or food product. Bevera is sold by many thousands of grocers, confectioners, druggists, hotels, clubs, railroad depots, restaurants, etc., etc., in ten states. Bevera was a sensational success in 1917 and 1918.

Government restriction in the use of grain has suspended the making of Bevera and made available the services of the directing head, in sales and publicity, that accomplished remarkable results for this product.

He can repeat, quickly, for a progressive manufacturer. For details address "S. B.," Box 219, Printers' Ink.

Advertising Manager Wanted

Chicago Trade Paper (weekly) can use the services of a qualified advertising manager. The position requires a man with sales ability, one who is acquainted with selling and handling trade-paper advertising. While knowledge of the particular field of this paper would be an advantage, such knowledge is not necessary. The position requires ability to handle all correspondence in regard to advertising, and to write an intelligent sales letter; make solicitations in Chicago and vicinity; co-operate with salesmen, handling their reports, assisting in the follow up, etc.; look after all advertising from the time order is received until it expires; keep a close supervision over make-up and service departments, assisting in the preparation of advertising copy, etc. For such a person as can qualify this position holds a promising future. In reply state when services available and salary expected. Address

"TRADE PUBLICATION"

Care of Printers' Ink 833 Peoples Gas Building, Chicago, Ill.

lumber, canvas, paper and a myriad other commodities. If there were danger of our factories being idle after the war for lack of national and foreign demand for manufactures, this would be one excellent way of filling the hiatus.

In organizing the reclamation work it will be arranged that each tract of land of a specified area, as fast as it is reclaimed, will be treated and rounded out in accordance with the most modern notions of community development. Good roads will be built, electric power installed and the most improved methods of sanitation adopted. The community centre will be made a real centre of interest and activities, so that the longing for the life and bustle of the city, as an antidote to rural dullness, will not exist. The social life in the community will be fostered, and pastimes and motives for local interest will be provided, through lectures, theatres, moving picture shows, and by the establishment of local newspapers. Railroad and express service will be installed and the residents will be in direct and immediate contact with their fellow Americans throughout the country. Each centre will thus also be a nucleus of industrial and commercial life and activity.

This programme, which calls for the sympathetic consideration of all American business men, as it offers a means of alleviating the uneconomic congestion of the cities, of developing the greatest source of riches of the country and of inspiring new and more intense forms of patriotism and of Americanism in large bodies of our fellow citizens, is being energetically pushed forward. The House Committee on Appropriations has allotted \$200,000 for the preliminary study of the unused lands of the United States with a view to their settlement by returning soldiers, and the President has approved a recommendation for an appropriation of \$1,000,000 to be used in the same work.

Experts will pick out the best

*A lighter, better paper
for catalogues—*

one that reduces mailing costs
and increases printing results

FEATHERCOAT

The super-light enameled book paper for half-tone and color printing

Made in 25 x 38—46 lbs. and 25 x 38
—37 lbs. Before placing your next
paper order, let us make up a
dummy for you of Feathercoat

BERMINGHAM & PROSSER COMPANY
Chicago Kalamazoo New York

During the Fourth Liberty Loan Campaign

The Dayton News

carried 148,960 lines of Liberty Loan advertising. 63,840 lines of this was used by the Liberty Loan Committee, while the remaining 85,120 lines was used in *The News* by Dayton's patriotic merchants and manufacturers.

The Loan Was Largely Oversubscribed

Dayton people responded liberally—as they do to all advertising of worthy projects—when advertised in the paper they read. *The News* is read in 90 per cent of Dayton's homes.

The Dayton News and Springfield News is a strong combination for covering Dayton and Springfield.

News League of Ohio, Dayton, Ohio

New York.....I. A. Klein, Metropolitan Tower
Chicago.....John Glass, Peoples Gas Building

Colors Are Truest in *SUNLIGHT*

We have a specially constructed roof for our photographic apparatus. There are no slap-dash methods here. 38 skilled, loyal men, under the supervision of firm members with twenty years of color-plate experience, make it sure that every Trichromatic plate is as good a plate as can be made.

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue - - - New York City
J. H. Tryon C. A. Grotz

NO other magazine devoted to moving pictures has achieved such instant popularity and rapidly increasing circulation as

THE Photo-Play World

"The One by Which All Others Are Governed"

Every month it reaches the highest class of readers who are dependent upon advertised products and place their buying confidence in the announcements in this publication.

35c a Copy. \$3.50 a Year. Rate Card on Request

December forms close in Philadelphia, November 9th

THE DOWNS PUBLISHING COMPANY
BULLETIN BUILDING - - - PHILADELPHIA
NEW YORK: H. F. LEWIS, 1123 Tribune Bldg., Beekman 3108

projects for immediate development, engineering plans will be prepared in all requisite detail, and for each particular undertaking it will be known in advance exactly how many men can be utilized, so that the work will be there awaiting the men as soon as they arrive.

As for the other after-war problems, the present temper of the American people is that whatever is needed to be done will be done. If it is a case, for instance, of meeting a problem of unemployment that might arise temporarily in the possible confusion of shifting industry over from a war basis to a peace basis, why public works and improvements might be undertaken—road-making, street repairing, construction of public buildings and transportation lines, and the like. Public utilities work can be started, even in advance of its being needed, in order to relieve the passing disturbance of labor conditions.

Is it a case of helping the manufacturers to tide over a possible crisis in the process of getting back to a peace footing? Why, again special work can be allotted, or other ways and means found to meet that case also.

New industries may need nursing care and protection. If so, tariff laws and other expedients can be invoked to promote that end. We are certainly not going to be guilty of any criminal economic folly such as allowing our new dyes and chemicals industries, for instance, to be smothered and swamped by a hostile alien.

And based on similar ideas and principles must be the answers to the questions that are being raised regarding our mercantile marine after the war, and the possibility of the huge amount of merchant tonnage which we shall then probably have being idle for lack of cargoes contracted for in advance, or for lack of foreign commerce to keep it busy. The Government again can take action or can recommend measures to be adopted to meet an awkward situation.

But in this very connection it

AN ADVERTISING EXECUTIVE and SALESMAN

with a clean and successful record of many years in New York and the Eastern field—a man with imagination and creative ability—is open for an engagement.

Connected for twenty years with three Metropolitan newspapers in an executive and soliciting capacity.

Forty-six and married.

Ample proof and references as to qualifications, past performances, character, etc., will be furnished.

Address C. M., Box 216,
care of PRINTERS' INK.

Part Time Work!

"I WISH we could get part of the time of a first-class advertising man to take care of our ads in the trade papers and get real value for us out of the money we spend there. He could also do our newspaper and magazine copy, write circular and sales letters we need, get out leaflets, catalogs, and perhaps a house organ, and be a real help to the sales department. If we could get a man like this as part of our organization it would help a lot." This is what you're said to yourself.

After 5 years as CHIEF COPY and PLAN MAN (following 5 years selling on the road) I am leaving a big New York advertising agency to act as advertising manager for 4 New York firms.

I have time for one more account.

Here is a rare opportunity to have a highly experienced man who is thoroughly familiar with all phases of advertising, and who has handled dozens of big campaigns, help you, at your office every day. The results you'll get will be big while the cost is astonishingly small. Have me call and explain.

Address SERVICE EXPERT
Box 218
Care of Printers' Ink

Has She Been Called to France?

Is He in the Service?

I can handle the Editorial work they left behind.

I am looking for a real editing job, one that needs a born editor and experienced business executive combined. I have worked with the best known and most successful women's magazine editors, and have written for daily, weekly and monthly publications. For the past six months I have done magazine publicity for a women's war-work organization.

I am ready, at 30, for a real job.

I let me talk it over with you.

Address

E. B. Box 215, care Printers' Ink,
185 Madison Ave., N. Y.

LARGEST Afternoon Circulation in California THE LOS ANGELES EVENING HERALD

MEMBER A. B. C.

Representatives

E. C. TROWBRIDGE
347 Fifth Ave.
New York

G. LOGAN PAYNE
1233 Marquette Bldg.
Chicago, Ill.

CHARLES FRANCIS PRESS

is especially equipped to handle and expedite orders for high grade

Process Color House Organs

and kindred printing. Service—Best.

PRINTING CRAFTS BUILDING
EIGHTH AVENUE, 33rd to 34th Sts., NEW YORK

may be pointed out that forecasts, and more or less gloomy prognostications regarding problems to come, are not always based on accurate premises. Thus there is already reason to believe that at the end of the war there will be a demand on the part of shipping companies, as purchasers, for all or part of the merchant shipping which the Government is now constructing, so that in reality there is no positive prospect of the Government finding itself with anything like a white elephant on its hands in the way of cargo tonnage for which it has no immediate use.

Who shall claim also the right of prophecy regarding wage and salary movements and the rise or fall in the cost of the necessities of life? There are assertions to the effect that when peace comes the working man's wages will be smaller and Government action will be demanded to force down the cost of living expenses. How can one speak positively in a matter of this kind?

It is intimated also that habits of thrift and of self denial have been inculcated during the war and that they will continue to the detriment of the luxury or non-essential industries. If this is so, it certainly cannot be proved by the fact that last year more jewelry was bought in the United States than ever before in one year. The fact is that even with the high wages there has been no evidence of any exceptional saving. It is highly probable that their purchases of Liberty Bonds and of War Saving Stamps represent practically all the saving that the working classes have effected in this unusual period.

The old law of supply and demand with regard to capital and labor may be counted on to hold good. Labor will adjust itself to such new conditions as may arise, just as capital will adjust itself. The one important tendency of our internal development worth keeping in mind is the fact that we are working more and more in co-operation; we are gaining the habit of acting as a unit.

ROYAL

COLOR ELECTROTYPES

As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs.

ROYAL ELECTROTYPE COMPANY
PHILADELPHIA



TWO complete engraving
plants—fully equipped for
intelligent service and the
finest production of color
plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA **NEW YORK**

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1893 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the offices.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25. After January 1, 1919: Page, \$90; line rate, 50 cents.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, OCTOBER 31, 1918

Secretary Lane's Sane Optimism

Stimulating and heartening in its sanity and optimism is the message to America's business men from Franklin K. Lane which PRINTERS' INK publishes in the leading place in this issue in the form of an authorized interview. What the after-war will bring is now the dominant question, since our triumph in the war is already assured. Problems of many kinds obtrude themselves and there are traces of anxiety and perplexity as to what kind of preparation should be made, and when it should be begun.

Deep thought and vision are back of Secretary Lane's reassurances on the various questions,

which there is a tendency in some quarters to regard with rather serious apprehension. He touches on practically all the important, far-reaching questions and problems—the danger of Socialism, of economic revolution, of state paternalism; the need of Government aid by both manufacturers and workers in the transition period; the protection of the new industries; the future of our Government-built merchant shipping; price fixing; control of raw materials. But he is less concerned with going into the detail of the solution of the various problems that may have to be faced, than with enunciating the basic principles that will guarantee their successful solution.

Preparedness for peace there must be. "Intelligent forethought" and "sensible prevision," but with it there need be nothing like general alarm or worry over the future. The training of the American people, their adaptability to new conditions are the guarantee that, as a veritable miracle was performed in the war work, other miracles can be wrought in the handling of peace problems. Americans can be trusted to solve the after-war problems as they arise. The machinery that was brought into existence to sweep all obstacles out of the way and to give free play and the fullest scope for war work will still be there, and may be called into service to thrust aside everything that tends to prevent the country from getting back solidly and satisfactorily on a peace basis. "The present temper of the American people is that what ought to be done will be done." The old get-together spirit of the American people has been revived. The notable and gratifying feature of our internal development, which the war has made so manifest, is our inclination towards co-operation—the tendency of the nation to act as a unit. Men of large affairs have taken on their shoulders the great business tasks of the country. The people look confidently to the Government for guidance and

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direction in crises. The Government, on its side, conscious of its responsibility to the people, is ready to take such wise action as is needed, without departing from the rule that on the individual must be allowed to rest the burdens that may be rightly apportioned to him. Here no Bolshevik theory can prevail, for common sense is the rule of guidance. Neither men nor matters will be allowed to run wild; but, on the other hand, the Government will take no action merely for exercise of power or for the setting up of a new system.

This is a notably interesting and important announcement of the Government's general after-war policy.

Buying Space to Keep People Healthy

The recent correspondence in the pages of **PRINTERS' INK** concerning the American Medical Association and the possibility of educational advertising in regard to good health, has served admirably to clear the air. Probably most of our readers will be willing to agree that the A. M. A. should not be censured too severely for not spending more than the considerable sum it now invests in educational work which is, after all, directly aimed to reduce the income of its individual members. Possibly the ultimate solution of the matter will be when we adopt the Chinese fashion of paying the doctor when we are well and receiving his services for nothing when we fall ill.

In the meantime, however, here is a nation of 110,000,000 people which is as badly in need of education on health lines as ever, and not getting it. The bad showing made by our drafted men, the alarming increase in mortality from diseases of the blood vessels (directly due to careless living) are but two of many signs that Americans don't know as much about taking care of themselves as they should. The war's demand for maximum pressure has taught us that individual health is a social asset.

In this juncture, there exists an organization which could, if it would, fill this gap. The Federal Bureau of Health, headed by that Dr. Rupert Blue who made himself famous by stamping out the plague in San Francisco, could undertake a campaign of education on a nation-wide scale, driving home the few simple, vital facts of health. It is already doing something of the sort with the publication of pamphlets, etc. However, to get the proper degree of public attention, the most effective agent would be a vigorous, coherent, and long-continued campaign of display advertising. If the Bureau is unable to secure adequate funds for this, presumably the Division of Advertising, Committee on Public Information, could be of some help.

Recent investigations have shown that use of habit-forming drugs, such as cocaine and morphine is increasing in the United States at an alarming rate (though the report that thousands of soldiers are becoming addicts has been proven false, as was the story that men in the draft formed the habit in order to evade service). Thousands of persons begin the use of drugs through idle curiosity, ignorant of the terrible consequences; who can doubt that a vigorous campaign of education warning the public against "monkeying with the buzz saw" would be productive of results?

More particularly, the need of such machinery for information as we have suggested, is seen in the circumstances surrounding such a scourge as the epidemic of Spanish influenza. The precautions to be observed in fighting this disease are simple and few; yet thousands of persons have lost their lives either because they exposed themselves unnecessarily to contagion, or because adequate measures were not taken during the course of the influenza to avoid pneumonia or some other complication. (Many others, of course, have died in spite of all care.) The Massachusetts Board of Health did the sensible thing—took good-sized space in many pa-

pers and told the people how to avoid influenza and what to do if, in spite of such precautions, they caught it. Some similar effort was made by local authorities in other States as well; but the matter is too important to be left in the hands of local authorities who may or may not be experts in the art of giving public information. The little pamphlet which the Federal health bureau distributed was good, though probably not one person in a thousand knew it was in existence; and the newspaper publicity emanating from Washington was admittedly intended for doctors, and couched in such technical jargon as to be of little use to the layman.

All in all, a great opportunity for public service has been lost; but a still greater one lies in the future, if the men charged with responsibility for the public health will but see it.

Germany's Vain Hopes

Despairing of winning the war in a military way, Germany is desirous of concluding peace on the best terms she can get. She is all the more anxious to do this because undoubtedly she hopes to set out immediately to conquer the earth in another way. She has an egomaniacal belief that her ruthless industrial efficiency will win for her what the power of arms could not win.

In her next war, Germany plans to operate under cover of a most diabolical campaign of misrepresentation, trickery and falsification that would enmesh the whole commercial world in its unscrupulous tentacles. That this has been the intention of Teuton rulers has frequently been alleged. Now we know it to be the truth because of the revelations made by one of that country's economic sharks, S. Herzog, in his book, "The Future of German Industrial Exports." The book outlines most startling plans for pick-pocketing the business of the world.

Many of these plans, however, are half-baked. They are too utterly selfish to succeed. They

resemble the aims of the robber who hopes to get rich by holding-up people as they traverse the highways. That there is such a thing as reciprocity never enters the German head. That business permanently succeeds only when it observes the law of mutual benefit never seems to occur to the Boche. That he profits most who serves best is a principle that is evidently unknown to the Teutonic peoples.

To give an illustration of the deception that Herzog recommends, he advises German manufacturers to get control of neutral trade papers. Not only are these papers recommended for advertising, but he also points out the value of using their news columns for spreading information about new German products and how to use them. He declares it will take a long time for the journals published in his country to regain their foreign circulation and in the meantime the neutral press must fill the gap.

The book was published originally in 1915. Since then the United States and several other nations have joined the Allies. If there are any important neutral trade papers left anywhere in the world, Germany will have to do some tall hustling to find them. What she is likely to try to do, therefore, is to buy business papers in the countries of her former enemies, especially in the United States. No doubt she will also attempt to buy an advertising agency or two. Of course all this will be done covertly.

In a word, Germany is likely to do everything possible to denationalize her goods, and her methods. While, as we have already shown, it is not possible for successful business to be reared on a foundation of deception, nevertheless Germany's after-the-war schemes will furnish the world with a new and terrible form of unfair competition that must be vigorously reckoned with. No stone must be left unturned to detect it and to fight it.

Christmas 1918 as usual.

LIFE'S Christmas Annual likewise.

Date December 5.

Advertising Rate regular \$1.50 per line.

Circulation largest in LIFE'S history.

Price 25c per copy.

Forms close Nov. 10-15.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

The Little Schoolmaster's Classroom

IN the old days before the war, we in America had a vague feeling that our British brethren didn't know quite so much about advertising as we did, or use it so courageously. Whether we were right or not in this tacit and half-humorous assumption, certainly that idea can no longer prevail to-day. Under the terrific pressure of war, not only has the British government learned to mobilize the spirit of its civil population by advertising, but the attitude of the individual manufacturers and other business men seems, viewing it from this distance and over the shoulder of the globe, to have suffered a "sea change" into a point of view as intelligent and forward-looking as we can find at home—or more so.

Thus we find the British Ministry of Reconstruction apparently committed in a whole-hearted way to the usefulness of advertising in developing after-war trade. Partly through its efforts, at least one important industry, which was practically not advertised at all before the war, is now planning a big co-operative campaign in the United States.

An agitation is on foot for the establishment of a permanent fund in the hands of the Government which would be used to develop, through advertising, good will for Britain and British goods in any part of the world where such action would seem valuable.

Even in the retail field, such men as Selfridge, of London, have very little indeed to learn from their American fellows about the maintenance of courageous activity in war time. Quite the contrary!

* * *

The Schoolmaster was cogitating these matters the other day when he received in a single mail two letters which bear out strikingly the ideas he has suggested. He has tactfully permitted the business department to edit out of

the letters some highly interesting and satisfactory paragraphs relating to such sordid matters as lucre, and advertising space; but he has managed to prevent his natural modesty, which everybody knows to be perfectly enormous, from editing out everything else. The first of these letters is from the house of W. S. Crawford, Ltd., Advertisers Agents and Consultants.

* * *

"We live," Mr. Crawford declares, "in a new England—more receptive to new ideas—more ready to appreciate America and to welcome its people and its productions. There are better times to come.

"In England the social revolution brought about by the war has heated conservatism into a red hot liquid state. Ere it becomes solid, alert and enterprising Americans should weld it into a magnificent trade opportunity.

"Practically without men (15 per cent of the entire population—the highest of any country—is in the fighting forces), all of us are 'carrying on' business efficiently—and when one remembers the difficulties in which it is created and handled, it is indeed surprising.

"My firm desires to increase the community of spirit and relationship between the two nations, and it is mainly for that purpose that we are asking you to accept our advertising . . . in which we will tell the story of English conditions and lay before the American readers the habits and psychology of the English people.

"We must get to know each other better."

Right! A sentiment to which every good American is glad to respond with a hearty handclasp of agreement. The Schoolmaster believes that he is staying well within the bounds of fact when he assures Mr. Crawford that the change in the American attitude toward Britain and things British

CONSERVATION OF PAPER

*For the People
By the Government*

The War Industries Board at Washington put into effect August 1st certain regulations relative to weights of Book Papers.

The entire trend of this ruling is for lighter weights in Machine Finish, Super-Calendered, English Finish, Antique Finish and Coated papers.

This means a conserving of raw materials and coal—an equal amount of printing surface per ream of paper and the consequent production of a greater number of reams within a given time.

The Seaman Paper Company, through its entire national organization, has carried out for years this very idea. It stands for economy in manufacture and its consequent benefit to the consumer—not only from the standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

SEAMAN PAPER COMPANY

Chicago
St. Louis
Cincinnati

Milwaukee
Minneapolis
St. Paul

New York
Buffalo
Philadelphia

Western Agents: GENERAL PAPER COMPANY
Seattle Portland San Francisco Los Angeles

Builders and distributors of paper for every known use

CLASS

For class, trade & technical advertisers

Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price \$1 a Year

417 South Dearborn St., Chicago

Sample Copy on Request

The Authority on Screen Advertising

REEL AND SLIDE MAGAZINE

A brilliant publication, supreme in the new field of moving picture publicity.

\$1.00 per year Send for sample

Class Publications Inc.,
418 South Market St., Chicago

DOMESTIC ENGINEERING

A weekly publication read by the progressive

Plumbing and Heating Contractors

Livest in the field. Member A. B. C.

OLD COLONY BUILDING, CHICAGO.

NEW YORK OFFICE: 200 FIFTH AVE.



copy men &
advertising
managers
the
Howell Cuts
will interest you

write for proofs - right now!
303 Fifth Avenue - New York

I Can Help

one manufacturer or one Trade Paper keep the white-heat of sales-publicity glowing while your regular lieutenant is on the firing-line. Copy—Catalogues—Letters.

"Ex-Officio," Box 217, care Printers' Ink.

in the past eighteen months is little less than astounding. That the great wave of friendship and cordial good will which has swept over us will result in a permanent modification of the American attitude there is every possible reason to believe. Nineteen fourteen to eighteen has effectually wiped out our memories of 1776 and 1812; and the battles of Ypres, the Marne, the two wonderful attacks on Cambrai and the heroic work of the British navy have completely "snowed under" the may have clung to the Battle of last traces of bitterness which Long Island, or the winter at Valley Forge!

* * *

The other letter which the Schoolmaster wants to pass along, is from Roy V. Somerville, advertisement manager of *Punch*, a man whose personal knowledge of America is as broad and deep as is the world-wide affection which his publication inspires wherever the sons of Britain toil on the surface of this good round earth. Mr. Somerville says:

"Please accept my kindest regards and many congratulations upon *PRINTERS' INK's* having reached its thirtieth birthday.

"It may interest you to know that I have read *PRINTERS' INK*

DO YOU realize the opportunities you have in advertising direct—by Foreign language literature? Stop and consider the world markets and what have you done to get some of this business after the war.

We can help you. Our Service Department is here for this purpose.

True and Accurate Translations
National Printing & Publishing Co.
2100 Blue Island Ave. Chicago, Ill.

To introduce your salesmen / TALK WITH **Heegstra**
to new and better dealers / WITH

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

since the first issue and that it is my habit on the evening of the day on which I receive my copy at this present time to take it home and spend the best part of the evening reading its contents most appreciatively. I do not believe that in the whole course of the existence of PRINTERS' INK I have missed reading more than a dozen copies, and I never read any copy from which I did not receive not only considerable pleasure but much valuable information. The more years a man spends in the advertising business the more eager he is to go on learning and my experience is that as this appetite for further information grows so does the capacity of PRINTERS' INK to convey that information in a most practical and useful form also develop.

"If you have no objection, I would like to reprint occasionally articles which appear in PRINTERS' INK to distribute to the names on my card index, the reprint to be in pamphlet form. For instance, that in PRINTERS' INK for July 11, 1918, on 'The Economics of Advertising,' and that in the issue of August 15, 1918, on 'The Consumer, the Advertiser and the Government.'

"I find that propaganda matter so far as the use of advertising space in *Punch* is concerned, is

ALBERT R BOURGES

CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY

DAY
GRAMERCY
536



NIGHT
AUDOBON
9560-3120

*A Personal and Emergency Service
not limited to the irregular capacity
of one plant but enjoying the co-
operation of many.*

The Writing on the Wall!

Our clients are cabling
their advertisements to
Latin American countries.

THE BEERS ADV. AGENCY
Havana and New York, Est. 1906

A Real Latin American Service



More rated retail Department,
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.

A. B. C. Members.

**MERCHANTS TRADE
JOURNAL, Inc.**

Des Moines, New York, Chicago
Indianapolis

100% DEPENDABLE FOREIGN TRADEMARK SERVICE

FOREIGN Trademark Registration, being such a supremely important thing for the exporter, had best be executed by people who are 100 per cent reliable, who know absolutely every angle of the proposition and who are in a position to execute. We think these specifications apply to us. Mr. Mida has prepared an important study of the question of foreign market protection. Shall we send you one? It is FREE.

MIDA'S TRADEMARK BUREAU

Established 1889

Rand McNally Building, Chicago

"GIBBONS Knows CANADA"

hardly necessary any more but I would like to spend the money I have been spending on that kind of thing to further the proper understanding of advertising among advertisers here, and such articles as indicated, and others no doubt from time to time, will answer my purpose. Of course in each case proper credit will be given to **PRINTERS' INK.**"

The permission you seek is most heartily granted, Mr. Somerville! And the Schoolmaster cordially invites you to join him in drinking a long-distance toast (in grape juice, of course, with one eye on June 1, 1919!) to the better understanding of America in Britain, as well as of Britain in America.

* * *

The Standard Oil Company of New York has applied for registration as a trade-mark of three Chinese characters for use on glass lamp chimneys. These characters are "mei foo hong," which mean successively, admirable, lovely; repose confidence in; business, firm or company.

It is lucky for advertising purposes in the Celestial empire that the characters are more compact than their meanings. Incidentally, it would be mighty convenient for some American copywriters if they had a system of such characters with condensed meanings, to be filed and dug out when instructions come through to "boil it down."

* * *

Advertising a dog as a help in the labor shortage may seem like a far-fetched war appeal to get into dog copy. That, however, is what the Island White Collie Kennels, Oshkosh, Wis., are doing, and quite plausibly at that. Under the caption, "A White Collie Solved the 'Help' Problem," runs this credible argument:

"Many owners of Island collies say they are as helpful as a man. Men are scarce—a White collie may fill the gap and also give you the pleasure of owning a fine dog. Our collies are country grown, natural shepherds, fearless protectors of little children and nerv-

ous women, dauntless guards of the farm and home, and born companions to men and boys,"

The Schoolmaster happens to know that many dogs can be trained to do a surprising number of things. When set at certain tasks, such as guarding property of any kind, it is amazing how they will stick to the task until their master releases them from further duty. They seem to take keen enjoyment in accomplishing something that their beloved master approves. It would, therefore, seem as though the argument used in this dog copy is not so far-fetched after all, and that a legitimate war sales appeal can be put into more propositions than most of us realize.

Will Publish "Rural Canada"

The Canada Farmers' Publishing Syndicate has been organized in Toronto and will publish *Rural Canada*, formerly owned by the Continental Publishing Company, Limited. Chas. C. Nixon, formerly vice-president of the Continental Company is general manager of the Syndicate.

Chas. H. Shattuck in for Himself

Charles H. Shattuck has resigned as secretary of Archer A. King, Inc., Chicago and has opened an office in that city to act as the western representative of *Physical Culture* New York, and the David C. Cook Publishing Company, Elgin, Ill.

Southern Business Paper Changes Name

Southern Hardware and Implement Journal is the new name, adopted with the October issue of the *Iron Tradesman*, Atlanta. The new name, it is believed, will better indicate the field to which the publication is devoting its attention.

John C. Cobb, Jr., With Hoops Advertising Co.

John C. Cobb, Jr., formerly Chicago representative of the Standard Farm Papers and previously with Husband & Thomas Co., Chicago, has joined the Hoops Advertising Company, Chicago, as vice-president.

William J. Murphy, owner of the Minneapolis *Tribune*, died last week in a Chicago hospital. Mr. Murphy has been owner and publisher of the *Tribune* since 1891. Previous to that he had practiced law.

"Right Away, Sir"

Rapid Service means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotpe Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

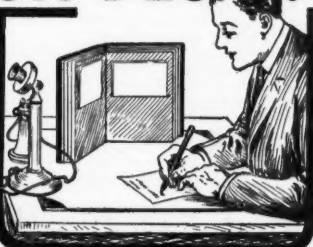
New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

WHICH is YOUR DESK?



Is your desk orderly or in disorder? Can you find papers quickly when you want them? HORN "Instant" DESK FILES keep the papers on all pending matters in compact, convenient form—easily accessible, yet out of your way.

HORN

"Instant"

DESK FILE

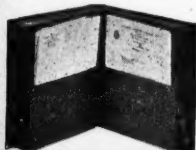
FREE TRIAL—NO RISK

Book-form files with pocket pages. Each pocket is a container for correspondence, documents, booklets, etc.—holds them securely but releases them instantly. Sturdily put together. Indexed A to Z, 1 to 25, or with changeable index. You can't afford to be without them.

No.	Pages	Size	Index	Price
10	16	Letter	Changeable	\$2.50
14	28	Letter	A-Z	2.75
15	32	Letter	1-31	3.00
20	16	Legal	Changeable	2.20
24	28	Legal	A-Z	2.25
25	32	Legal	1-31	2.50

W. C. Horn, Bro. & Co., (Est. 1846) 541-547 Pearl St., N.Y. City

Please send me Desk File, No. 16, 14, 15 (cross out any not wanted), with the understanding that same may be returned and my money refunded within 10 days if not satisfactory. I enclose \$
Name _____ P. I. 11A
Address _____



Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

Purchasing Agent, married man, not subject to draft, not over 35, publishing house experience, practical knowledge of paper, ink and materials entering the manufacture of books, permanent position. Please give full details in application letter. Box 830, care of Printers' Ink.

Wanted—Woman to act as an assistant to advertising manager of largest nationally advertised coat and suit house. Unusual opportunity for advancement. State education, experience in retail copy, direct mail, trade promotion and printing. Give expected remuneration, age, references and, if possible, photograph. Box 844, care of Printers' Ink.

YOUNG WOMAN WANTED to assist editor of house organ in large manufacturing plant near New York. A good opportunity for a bright, ambitious girl with imagination, ability to write and some business experience. State salary desired, experience, and reasons why you want such a position. "E." Box 837, care of Printers' Ink.

MALE HELP WANTED

There is a good opening for a clean-cut, high-grade, aggressive young man who wants to learn the advertising business. The man we select must be of good personality and willing to work hard for advancement. Your letter should state age, draft status, references, experience, salary wanted and why you think you are the man for the job. Address: Post-office Box 44, Auburn, N. Y.

Wanted—Export Manager

for large nationally-known manufacturing concern, having no export business at present. Should possess following qualifications: Man who is experienced in general export work of all kinds; who can start with nothing and build up an efficient export department; must understand foreign advertising and fully appreciate its value in building up business. A splendid opportunity for right man to connect permanently with high-calibered house. Address, stating salary wanted, giving complete personal business history and full details with reference to all of above qualifications, Box 834, care of Printers' Ink. Replies held strictly confidential, but be prepared to give references as to character and ability in case of favorable consideration.

Editorial Assistant (woman) with knowledge of stenography, for trade magazine. Excellent chance for advancement. Salary, start \$20.00. Box 845, care of Printers' Ink.

AN ADVERTISING AGENCY IN WASHINGTON, D. C.

Excellent opening for young man (deferred classification) as copy writer, must have some artistic ability and able to make attractive layouts, operate a typewriter and take a personal interest in business. Experience in copy department of a daily newspaper or agency preferred. A good fair salary to begin with and rapid advancement for the right man. Reply in own handwriting, stating age, draft status, experience, salary you would consider and at least 3 samples of your work. Box 835, Printers' Ink.

WANTED—ADVERTISING MANAGER

By H. W. Johns-Manville Co.
296 Madison Avenue
New York

Only those who have experience in advertising for large corporations doing a national business; and capable of handling a large volume of advertising and printing will be considered. Apply to General Sales Manager.

AD. WRITER WANTED

We are in need of a man or woman to write good snappy advertisements for Machine Tools and Chain Hoists for trade-paper insertions and prepare catalog copy. Time not required by these duties must be devoted to clerical work. Write fully, stating Age, Draft Classification, Experience, References and Wages Expected.

EDWIN HARRINGTON, SON & CO.
Incorporated
17th and Callowhill Sts., Phila., Pa.

Publishers high-grade Western mission strictly required

Auto re-vertising cut. Carroll

P
T
C

Bound July 4, clusive, to secution. I

WANT Canadian staff available either of manufacture or percentage large manufacturing machine horn pr

Advertiser al and large an open fo Printer

Advertiser broad mutual 828, P

MY ON FOR Y advertising best th to get Robert Georgi

Advertiser 8 year lines, of merchan ing pla limited Box 83

I CAN begin all day rest of exemp tar ad capaci

Publisher, international reputation, with high-grade business publication, desires Western representative. Salary and commission basis. All communications held strictly confidential. Highest references required. Address Box 846, Printers' Ink.

MISCELLANEOUS

FOR SALE

Auto registrations and other lists. Advertising campaigns planned and executed. Use of lists free to customers. Carroll Ad. & Letter Co., Raleigh, N. C.

Ph. Morton
OCEAN TO OCEAN
CINCINNATI

FOR SALE

Bound Volumes of Printers' Ink from July 4, 1912 to March 25, 1915, inclusive, for \$25. Here's an opportunity to secure a valuable store of information. Box 831, Printers' Ink.

WANTED ELECTRICAL DEVICE

Canadian manufacturer, having plant and staff available for additional work, wishes small electrical device to manufacture either on contract basis or for both manufacture and sale in Canada on royalty or percentage basis. A device having a large market similar to electric fan; sewing-machine motor or automobile electric horn preferred. Box 827, Printers' Ink.

POSITIONS WANTED

Advertising Solicitor-Manager, wide general and trade publication experience, large acquaintance in Eastern territory, open for engagement. Box 840, care of Printers' Ink.

BUSINESS DEVELOPER

Advertising, sales or general manager, broad business experience, open for mutually desirable connection. Box 828, Printers' Ink.

MY ONE AIM IS TO GET RESULTS FOR YOU. Every letter, folder and advertisement I write represents the best that's in me. It will profit you to get in touch with me to-day! Robert L. Phillips, Box 478, Savannah, Georgia.

Advertising Manager, college graduate, 8 years with manufacturers in varied lines, closely associated with sales and merchandise ends, manager factory printing plant. Present position good, but limited; want bigger. Age 31, Draft 4A. Box 836, Printers' Ink.

I CAN DO A FULL DAY'S WORK beginning 2 P. M. Am free Saturday all day and afternoons and evenings rest of week. College graduate, draft exempt, stenographer. Anxious to enter advertising field, any salary, any capacity. Box 841, care Printers' Ink.

Catalog Compiler, experienced in wholesale hardware, wants position with hardware, advertising, or catalog concern. Experience, and qualifications on request. Box 829, P. M.

SECRETARY

Young lady with tact, initiative and marked ability. Seeks connection with high-class firm. Ten years' stenographic and secretarial experience. Salary \$25. Box 839, Printers' Ink.

Advertising and Printing Detail

Young woman, 5½ years' experience—stenographer, dictaphone operator, filing, bookkeeping—in advertising and printing office, seeks better opportunity. A-1 references. Box 833, Printers' Ink.

Advertising Solicitor-Manager wishes to make new connections either with general or trade publication. Twelve years' experience with four big monthly and weekly magazines. Thoroughly versed in the technical and mechanical end, make-up, correspondence, etc. Box 842, care of Printers' Ink.

Have You An Opening

where man with the following experiences would be valuable: civil engineer, accountant, office manager, sales manager, sales and advertising manager? \$4,000 man, honorably draft exempt. Box 843, care of Printers' Ink.

Experienced Label, Carton and Advertising Salesman, acquainted with largest New York buyers, desires connection with reputable quality manufacturer as New York manager or salesman. Thorough knowledge of business, industrious worker. Box 832, care of Printers' Ink.

Advertising Manager of second newspaper in a middle west city of 400,000 population is desirous of a change, ten years' experience in display advertising, five years as advertising manager, 37 years old, married, college and law school graduate. Address Box 826, care of Printers' Ink.

A Layout Man

for advertising agency; or for composing room doing the highest grade of agency work, where FOREMANSHIP would be desirable in conjunction with duties as layout man. Experienced printer.

"RIGHT TYPE", care of Printers' Ink.

Advertising.—Experienced and capable proof-reader, with appreciable knowledge of type faces and sizes, desires connection with advertising agency, newspaper or publishing house, to supervise proof, and write and revise miscellaneous advertising copy. Not an advertising man, but a determined aspirant, with initiative and a conscientious will to win. Draft status: Class 3B. Box 838, care of Printers' Ink.

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we maintain
Offices and
Poster Plants
in over 400
large cities
and towns in
twenty-three
states acting
as service
stations to the
advertiser

Jnos. Gusack Company

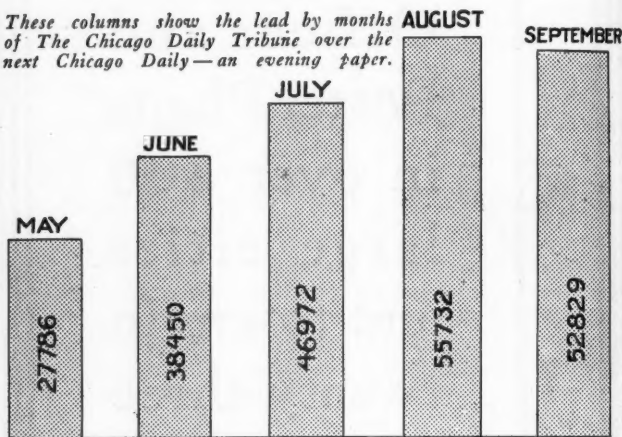
CHICAGO

NEW YORK

Largest Advertising Company in the World

Tribune Lead in Daily Circulation

These columns show the lead by months of The Chicago Daily Tribune over the next Chicago Daily—an evening paper.



The net paid average weekday circulation of The Chicago Tribune for September, 1918, was

427,397

(the highest in its history)

This circulation at 2c was 10,069 more than the maximum 1c circulation, which was attained in April, 1917.

Large as is Tribune Circulation—the RESPONSIVENESS of Tribune readers is more important. Naturally, The Chicago Tribune has a tremendous lead in volume of advertising.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Largest Circulation of Any Chicago Paper